

Air Conditioning & Refrigeration News

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7,500 JAM 2nd ALL-INDUSTRY EXHIBITION

Philco's Room Coolers Priced From \$129.50

Four Window-Type Units
In Line; 1-2 hp. Model
Lists At \$189

By George F. Taubeneck

PALM BEACH, Fla.—Philco, the way-out-in-front leader in portable air conditioner sales for 1939, is out to protect its lead. For 1940 Philco dealers will feature a 1/3-hp. window-type unit (3,675 B.t.u. capacity) at \$129.50, and a 1/2-hp. window-type unit (5,750 B.t.u.) at \$189.

Manufactured by York Ice Machinery Corp., these units, which were sold last year under the trade name of "Cool Wave," will henceforth bear the nameplate, "Philco-York."

Some 700 distributors, big dealers, and executives and field men from Philco and York saw and heard President Larry E. Gubb, R. F. Herr, and Harry Boyd Brown of Philco, and W. S. Shipley, chairman of the board of York, present the Philco-York air conditioner line at this winter resort last week.

The 1940 Philco refrigerator line was also shown (complete details will be reported in next week's issue of AIR CONDITIONING & REFRIGERATION NEWS).

In 1939 Philco came close to selling twice as many portable air-conditioning units as the rest of the industry combined, and sold more than three times as many units as its nearest competitor.

It was the first time specialty selling methods had been applied to air conditioning on a national scale. And President Gubb believes that in 1940 Philco-York air conditioner sales should be at least double those of 1939.

"Wherever fans are sold there's a market for portable air conditioners," he declares.

Harry Boyd Brown, the new Philco air conditioner sales manager (he was national merchandising manager for Philco radios) points out that these portable units can be used the year around, because they now have

(Concluded on Page 24, Column 3)

A.S.R.E. Celebrates 35th Anniversary; Hulse Is President

CHICAGO—Past and present were combined in the annual convention of American Society of Refrigerating Engineers last week in the Blackstone hotel—and past in ceremonies observing the society's thirty-fifth anniversary, and the present in a program of technical papers covering current developments in industrial refrigeration, small refrigerating systems, and the refrigeration of foods.

Three hundred members of the society and guests attended the sessions, one of which was held jointly with Refrigeration Service Engineers Society, whose sixth annual convention was in progress at the Stevens.

At the thirty-fifth anniversary ceremony, J. F. Nickerson was inducted as an honorary member of the society, and speakers peered into both past and future, David L. Fiske with "Refrigeration in 1904" and S. C. Bloom with "Refrigeration in 1954."

Officers of the society for 1940, (Concluded on Page 22, Column 2)

Retailers Ask Manufacturers Aid In Trade-Ins

Conditioning Group O.K.'s Constitution

CHICAGO—The National Air Conditioning Association was organized on a permanent basis here last week by Charter Members gathered at the association's first annual convention during the Second All-Industry Refrigeration and Air Conditioning Exhibition. Jesse W. Page, of Page-Williamson, Inc., Charlotte, N. C. (Carrier distributor) was elected president.

Other officers who are also members of the nine-man board of directors elected to direct the association are J. N. Sprekelmeyer, of General Engineering Co., Fort Worth, Tex. (York) vice president, and John H. Keller of Mechanical Heat & Cold, Inc., Detroit, (Westinghouse), treasurer. A. L. Maillard, consulting engineer of Kansas City, Mo., was appointed executive secretary of the organization.

Members of the board of directors to serve for a term of three years are Sam Shure, Natkin & Co., St. Louis, (Westinghouse); A. C. Buensod, Buensod-Stacey Co., New York City (Westinghouse); and Jesse W. Page, president of the association.

For a term of two years: Alfred Epstein, Independent Refrigeration Co., Los Angeles, (Frick); M. S. LeBair, York Ice Machinery Co., Philadelphia; and William Cooney, Cooney Refrigeration Co., Inc., Buffalo, (Carrier).

Directors elected for a term of one year are John H. Keller, treasurer of the association; J. N. Sprekelmeyer, vice president; and Fred A. Hessick, Combustion Corp., Washington, D. C. (Westinghouse).

The constitution adopted at the organization meeting provides that the "name of the organization shall be The National Air Conditioning Association." Purpose of the association as stated in the constitution "shall be to advance the sound development of the air-conditioning industry in the interest of public service."

The constitution provides for Members and Association Members. "Members are those who are actively engaged in the sale, installation, and service of air-conditioning equipment and shall have one vote." Dues for members were established by the

RSES Airs Program For Coming Year

CHICAGO—Some 500 members of the Refrigeration Service Engineers Society met in their national convention here last Monday through Wednesday, Jan. 15-17, to hear a highly practical program of technical discussions, to hear reports on the growth of the organization, and to discuss society affairs.

At the opening session the service engineers heard J. S. Forbes, president of Refrigeration Equipment Manufacturers Association, describe the need for cooperation among all groups in the business. He also urged that the service engineers do a better job of selling—both for themselves, and for the industry.

Claude Brunton of Huntington, W. Va., retiring president of the society, in his report declared that the organization had recruited some 200 new memberships and nine new chapters during the past year. An

(Concluded on Page 22, Column 3)

Want Schedule On Allowances

NEW YORK CITY—"Gentlemen, the trade-in problem and the problem of wholesale-retail selling through discount houses has plagued us for years. Today we are face-to-face with them and something must be done."

That introduction to the meeting last Thursday of the major appliance group of the National Retail Dry Goods Association, during the association's national convention, set off a series of verbal pyrotechnics that blew open these subjects high, wide, and handsome.

The man who made the above statement, Philip L. DuBoff of Bloomingdale Brothers, New York City, and chairman of the Major Appliance Group, said further:

"In sharp contrast with previous sessions we have chosen but two major topics for discussion. After talking to a good many retailers throughout the country it was felt that the two topics chosen were of such paramount importance that they warranted our complete attention.

"These problems have been argued for many years, and each year sees them grow alarmingly. They can best be compared to a cancer whose growth must be arrested if the patient expects to survive."

Stipulated trade-in allowances in a new schedule listing standard prices and allowances by year and model to become part of the price structure under the various state fair trade laws are requested in a resolution adopted at the meeting of the Major Appliances Division of the National Retail Dry Goods Association, held Jan. 16 at Hotel Pennsylvania.

Another resolution urged that the N.R.D.G.A. take early and vigorous action on the wholesale-retailing problem, which is regarded as reaching such proportions that it is a

(Continued on Page 14, Column 1)

Dealers Ask End of Competition By Public Agencies In Nebraska

LINCOLN, Neb.—Arguments supporting the right of public agencies to sell electrical appliances have been filed with the Nebraska Supreme Court by 13 municipalities and three public power districts in the state, claiming that they would be forced to quit business if the right to sell such equipment were denied them.

The case, now under consideration by the state supreme court, was instigated by Nelson, Johnston & Doudna, Omaha appliance firm, which asked for an injunction in Douglas County District Court to keep the Metropolitan Utilities district of Omaha from competing with private appliance dealerships.

When the case was thrown out by the lower court on the ground that it was too weak to merit the injunction, the appliance firm carried it to the supreme court, contending that it, like other private firms, pays taxes to help support the public utilities district, and branding as unfair the long-time credit terms being offered by the district.

In its argument, the appliance firm declared:

(Concluded on Page 4, Column 1)

Jobbers Set Forth Their Trade Aims

By Phil B. Redeker

CHICAGO—More aggressive efforts to "sell" the importance of the refrigeration parts jobber's function to the industry, plus stronger drives for adherence to the trade policies which the association is fostering, will mark the activity of the Refrigeration Supply Jobbers Association during the coming year.

In their annual meeting at the Stevens hotel here last week the jobbers heard W. C. Allen of Modern Equipment Corp. propose a joint manufacturer-jobber cooperative trade advertising campaign which would sell solidly to the trade the jobber's place in the business.

While no immediate action was taken on the proposal, the jobbers seemed to respond to the idea, after Mr. Allen had told how a similar campaign had aided the jobbers in the mill supply business.

Other talks at the convention showed that definite progress was being made on such important trade matters as uniform cash discounts, curbing of "cut price" competition from other types of distributing firms, and the exchange of credit information and other mutually helpful data among regional groups.

The important manufacturers relations committee of the N.R.S.J.A. submitted a report which indicated definite progress on such matters as cash discounts, quantity differentials (a long, detailed, and enlightening report), cooperation of manufacturers on the 5% Federal excise tax, catalog prices, and the re-pricing of obsolete models and merchandise.

F. H. Langsenkamp, Jr. of the F. H. Langsenkamp Co. of Indianapolis is the new president of the National Refrigeration Supply Jobbers Association. C. E. Borden of the A. E. Borden Co., Boston, is vice president, and Ralph Kramer of the H. Channon Co., Chicago, is secretary-treasurer.

Incoming members of the board of directors elected at the meeting were Henry V. Dick of the H. V. Dick Co., Charlotte, N. C.; Joe Oberc of J. M. Oberc, Inc., Detroit; Frank R. Pond, Vincent Brass & Copper Co., Inc., Minneapolis; Ralph Kramer of the H. Channon Co., Chicago; and Frank J. Walter, Walter Refrigeration Supplies, Houston, Tex.

"At our last convention we had 92 members," declared Leo H. Gorton of Machine Tool & Supply Co., Tulsa, Okla., and retiring president, in speaking on the growth of the N.R.S.J.A. membership. "At one time during the past year our roster numbered 108 individual firms, considerably greater than the mark of 100 set by your officers at the beginning of the year."

"Through consolidation with present members, through the giving up of their refrigeration supply departments, and other causes we have lost

(Concluded on Page 7, Column 1)

It's 'Pre-Owned' Rather Than 'Used' Appliances

MILWAUKEE—The Boston Store, local department store, in merchandising used major appliances is advertising such merchandise as "pre-owned" rather than "used" or "second hand."

The store has been using the classified columns of the local newspapers under the "household goods" heading to move such merchandise.

Distributors and Dealers Largest Group to Attend

More Manufacturers of Complete Units To Exhibit Next Year

By Phil B. Redeker

CHICAGO—With a registered attendance of 7,542 persons, and with many exhibitors carrying home sheafs of orders taken during the show, the Second All-Industry Refrigeration & Air Conditioning Exhibition closed its four-day run last Thursday with both exhibitors and visitors pronouncing the show an unqualified success.

Despite the worst cold spell that the midwest had suffered in many years, and icy roads that probably kept home many would-be drivers to the Exhibition, the registered attendance showed a 25% gain over registered attendance during the 1939 show.

More important to exhibitors was the fact that the attendance was practically devoid of "deadheads,"

1941 Show In Chicago

The board of directors of the Refrigeration Equipment Manufacturers Association, sponsoring organization for the All-Industry Refrigeration & Air Conditioning Exhibition, last week made reservations with the Stevens hotel management to hold the Third All-Industry Refrigeration & Air Conditioning Exhibition in the Stevens hotel exhibition hall sometime in January, 1941, it is reported.

It is expected that the show will be held either in the middle or latter part of January, the date being contingent upon those selected by other conventions and shows which made prior bids for dates in January in the Stevens.

with the result that all visitors had an active interest in the exhibits, and a considerable amount of actual purchasing was done during the show period.

Representatives of some of the large original equipment manufacturers, who did not have exhibits and who were looking at the show for the first time, expressed amazement at the magnitude of the affair and made vocal their intention to participate next year.

A breakdown of the registration figures revealed the following classes of the trade on hand during the show:

R.S.E.S. Registration	514
A.S.R.E. Registration	303
Distributors and Dealers	3,981
Jobber Firms Represented	293
Exhibitor Representatives	1,377
Students	282
Miscellaneous	341
Ladies	351

(Concluded on Page 24, Column 1)

New Products Shown Will Be Described In Later Issues

Descriptions of the many new products introduced and displayed at the Second Annual All-Industry Refrigeration and Air Conditioning Exhibition, held last week at the Stevens hotel in Chicago, will be presented in detail in future issues of AIR CONDITIONING & REFRIGERATION NEWS.

Your New Opportunity

in the Refrigerator Business

How Kelvinator's sensational 1940 Low-price Program (*announced January 10th*) Affects Your Earnings and Outlook as a Dealer

BY FRANK R. PIERCE, General Sales Manager,
Kelvinator Division, Nash-Kelvinator Corporation

BY THIS TIME, you have heard the surprising news about Kelvinator's new Low-Price Program for 1940.

I wish I had the space to tell you here how it's going. At our Convention, it caused the greatest demonstration of enthusiasm I ever witnessed—and they are still cheering.

But what's more important about our program is—how it affects *you*—in this business of selling refrigerators.

. . .

You've had to operate under some rather tough conditions the past few years. We know—because we have studied those conditions. They are the reasons for Kelvinator's whole new program.

We saw the necessity of meeting competitive price conditions so that dealer's profits could be protected.

We saw the benefit of limiting representation to selected dealers to allow each a greater potential.

We saw the profit opportunities in smaller inventory investment and faster turn-over.

We saw that—even with the splendid products of our industry today—the replacement business was lagging far behind, and there were still millions of wage-earning families that had yet to own their first refrigerator.

HOW KELVINATOR DID IT

The solution was difficult. Frankly, it called for one of the most far-reaching programs ever adopted in an industry. Sweeping changes had to be made.

Briefly, here's what we did!

- 1. We concentrated 96% of our production on the big 6 cubic-foot size models, and larger, that people really need. That let us lower the price some.**
- 2. In anticipation of greatly increased sales, we doubled our production schedules and passed the manufacturing savings on.**

- 3. We cut our cost of selling—so we could lower our price still further.**

In addition, we cut our own manufacturing profit per unit in anticipation of greater sales.

When we were finished, we found we had price reductions of \$30 to \$60—through the whole Kelvinator line—as compared with last year's prices.

This was news—important news in itself.

Not only that, but the prices were lowered without reducing dealers' margins, and without any compromise in quality.

Thousands of retailers, department store managers, utility merchandisers have seen our 1940 line. They tell us it is tops.

And one thing more I want to make clear. Every Kelvinator is a 1940 model. There's not an out-of-date, last year's model in the line-up.

Start with our 1940 6¼ cubic-foot size Kelvinator for \$119.95* . . . and go to our Kelvinator HD-8 with the "Moist-Master"

humidity system, retailing for \$239.95*. You'll agree that model for model, point by point, they are \$30 to \$60 lower.

That's our set-up.

Now what does it mean to you?

YOUR OPPORTUNITY

It should be obvious.

Here is an opportunity the equal of which has never been open to a refrigerator dealer before—no, not even in the "good old days" of ten years ago.

1. Here are prices so much lower that you no longer have to give away 10% (or 15% or 20%) of your gross to meet straight price competition.

2. Heavy national magazine advertising will carry the news of these low prices, giving you a solid foundation on which to build your local merchandising program.

3. Here is a pricing structure, plus a margin structure which enable you to trade at a profit. An easy step-up in model prices which meet every demand.

(To do this and to simplify dealers' price problems . . . in all states east of the Rockies, we are paying the freight on carload shipments to destination, and also absorbing the L.C.L. freight cost from zone or distributor warehouses in excess of 50 cents CWT.)

4. You have—for the first time—a wide-open door into the two big potential markets . . . the replacement group and the low-income buyers.

You'll be able to sell a Kelvinator—a big, genuine 6¼ cubic-foot 1940 model of the finest quality . . . for little more than the price of a good ice box!

BIGGEST LOCAL NEWSPAPER CAMPAIGN IN KELVINATOR HISTORY

There's more to tell you . . . about color spreads in national magazines . . . the heavy-

FOR 1940—KELVINATOR DEALERS SAY—

LOOK at the SIZE LOOK at the NAME LOOK at the PRICE

KELVINATOR'S new 1940 Program of Large-Volume Production and Low-Cost Selling gives you a Saving of \$30 to \$60 on new 1940 Kelvinators

HERE'S THE best price news you've read in twenty-five years.

Today you can have a big 6¼-cubic-foot 1940 Kelvinator delivered in your kitchen for as little as \$119.95*. Not an out-of-date, last-year's model, but a brand new 1940 Kelvinator. These outstanding values are made possible by Kelvinator's new building and selling program!

FIRST, we found a more efficient way to distribute Kelvinator products . . . and we cut the cost of selling. This made a big saving.

SECOND, by putting 96% of our production on six-cubic-foot size models (and larger), we were able to build big refrigerators at a lower cost.

THIRD, in anticipation of greatly increased sales, we are doubling our production schedules, and passing on the manufacturing savings to you.

So—we now can offer you the complete line of America's finest electric refrigerators at unheard-of savings of \$30 to \$60 compared with last year's prices.

But wait till you see these amazing new 1940 Kelvinators. They're gleaming white, welded-steel cabinets, finished in bright, long-life Peralux outside, Porcelain-on-steel lining inside. Every one is powered by the sensationally

economical POLARSHERE sealed unit that has sufficient capacity to keep five refrigerators cold!

Compare these new 1940 Kelvinators with the most expensive refrigerators. "LOOK" 3 times—Look at the Size! Look at the Name! Look at the Price! You'll be amazed at the difference! You'll see that Kelvinator is bigger, better in every way.

You owe it to yourself—and your family—to learn all about these history-making values. Only your Kelvinator dealer has them. See him today!

KELVINATOR DIVISION,
NASH-KELVINATOR CORP.,
DETROIT, MICH.

TO HELP YOU PICK the best refrigerator for your money, your Kelvinator dealer will give you a free copy of "The 1940 Refrigerator Guide". It contains complete, authoritative information regarding 1940 refrigerators.

KELVINATOR SAVES YOU \$30 TO \$60 ON THESE BIG 1940 SIX-CUBIC FOOT MODELS!

WANT A COMPLETELY EQUIPPED REFRIGERATOR? Model 5-4 features—big vegetable bin, non-type ice tray, sliding shelves. Compare with \$140 refrigerators. Kel. 19 cubic foot model price . . . \$139

WANT "MOST-COLD" Model 10-4 has new "Auto-Master" System—higher humidities decrease loss of moisture from foods. Compare with \$200 refrigerators. Kel. 16 cubic foot model price . . . \$169

WANT ALL THE LUXE FEATURES? Model 8-4—Deluxe. Ten sliding glass-covered shelves. Cold Check-Speedy-Cube trays, etc. Compare with \$210 refrigerators. \$179

WANT THE FINEST REFRIGERATOR? Model 10-4 has all the latest features, plus "Auto-Master" System. Compare with \$250 to \$300 refrigerators. Kelvinator \$209

AND THEY'RE ALL POWERED WITH THE AMAZING POLARSHERE—USES CURRENT LESS THAN 20% OF THE TIME!

Polarsphere economy in every Kelvinator controls electricity bills every dollar each year, has sufficient capacity to keep 5 refrigerators cold!—gives you refrigeration equal to 1935 pounds of ice a week. Sealed-in system—never requires oiling.

(Under Average Household Conditions)



OFFERED TO YOU ONLY BY
KELVINATOR DEALERS

★ One of the Key City advertisements scheduled for 130 newspapers throughout America.

est schedule of newspaper advertising in our history. Big, dominant ads. Billboards, direct mail.

And all backed by promotion worthy of a program of this magnitude.

But, above all else, I want to make this clear. I believe the dealer who handles Kelvinator products in 1940 can expect to enjoy the biggest volume, with the best gross, of any year in his whole experience.



I believe he will make more money . . . and have more fun doing it . . . than the man across the street who is trying to make a profit under today's conditions, working under the old-time set-up.

If you'd like to be in Kelvinator's Program for 1940, I'd like to hear from you.

Either talk with your nearest Kelvinator distributor or factory branch—or write directly to me.

Frank D. Pierce

General Sales Manager,
KELVINATOR DIVISION
Nash-Kelvinator Corp., Detroit, Mich.

*Prices suggested are for delivery in kitchen with 5 Year Protection Plan. State and local taxes extra. Prices are slightly higher west of the Rockies.

INCREASE YOUR PROFIT IN 1940 WITH KELVINATOR'S ASSOCIATED LINES

Kelvinator's new Electric Ranges, Washers, Ironers and Water Heaters open up for you big new markets and additional profit oppor-

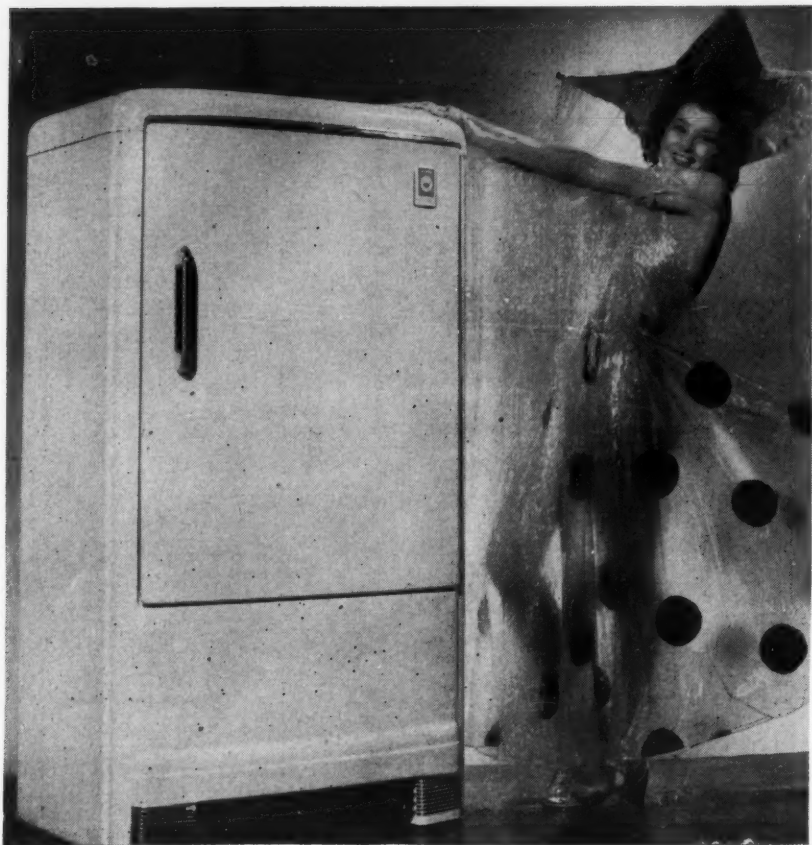
tunities in the appliance business.

Every one of these great Kelvinator products has the fine looks, the fine features, and

the fine engineering of a real quality line.

Why not find out about this chance to enlarge your 1940 profits?

Deluxe & De-lovely



King pin in the 1940 Frigidaire line is this new "Cold-Wall 8."

Sales Tactics of Public Utilities Scored By Nebraska Dealers

(Concluded from Page 1, Column 3)

"Classroom statesmen and parlor economists to the contrary notwithstanding, we still hold to the ideal of business by way of private enterprise . . . the courts must declare outlaw these un-American theories, and call a halt to the absorption by government of a purely private business. . . ."

Attorneys for the district denied that the district is trying to drive

out private enterprise, and declared that the sale of appliances is "vital" to success or failure of the gas-water utility. They also denied that the district sells equipment at unreasonably low terms, but added: "Even if it did, the remedy would not be to enjoin the district from selling any appliances at all, but rather to enjoin it from resorting to unfair practices. . . ."

Frigidaire Dealer Named

PAGELAND, S. C.—H. R. Boyles has been named local representative for the complete line of Frigidaire appliances, including refrigerators, ranges, and water heaters.

Coldspot Prices Stay Put; Minor Changes Made In All Models

CHICAGO—Minor changes have been made in appearance and construction of models in Sears-Roebuck's 1940 Coldspot electric refrigerator line, but prices remain the same as those of corresponding 1939 units.

The 6.3-cu. ft. Coldspot "Gold Seal" unit again will sell for \$139.50, while the 6.2-cu. ft. Deluxe model will retail for \$159.50, the same prices at which these size units were sold in 1938 and 1939. A standard 6-cu. ft. model will be available, as in the past, at a price tentatively set at \$119.

At the preview of the line recently by Sears executives in St. Joseph, Mich., it was reported that 1939 sales aggregated about 300,000 units. Program for 1940, it is understood, aims at retention of this position. Average price of 1939 unit sales was around \$139.50, it was reported, despite the fact that some stores have staged "specials" at prices as low as \$88.

In addition to the standard 6-cu. ft. unit for \$119, it is considered likely that the company, for certain special promotions, again will have a "special" available for around \$100, but sales of these units are expected to represent only a comparatively small slice of the company's 1940 volume.

Sales of the new units will be begun, as in the past, on the Pacific Coast, with other sections of the country following early in February.

General lines of the \$139.50 unit follow closely the design of the model introduced last year in this price bracket. Base has been redesigned to eliminate the appearance of legs, and seven narrow stripings have been placed vertically down the cabinet front, from the Coldspot nameplate near the top to the Gold Seal insignia which acts as a pull handle for the storage bin. Chrome door handle is of new design.

INTERIOR REFINEMENTS

Refinements also have been made in interior cabinet appointments. The sliding porcelain meat storage drawer, with capacity for 11 lbs. of meat, has an aluminum cover. Ice cube compartment, holding five trays with a capacity of 102 cubes per freezing, has a striped chrome door. Shelves are of squared wire, to prevent tipping of stored articles, and one shelf is a sliding shelf with thermometer pull.

Glass-topped vegetable and fruit storage drawers at the bottom of the cabinet form a glass shelf on which additional articles may be placed. The storage drawers are of porcelain, with striped chrome fronts and blue plastic knobs.

Interior also has a two-dial thermostat with nine-point cold control, automatic reset defrosting, "finger tip" ice tray releases, automatic interior light with diffusing shield, and two 42-ounce water bottles.

DELUXE DETAILS ALTERED

Deluxe 6-cu. ft. model also follows the lines of comparable 1938 and 1939 units in general styling. Front has a V-shape, and the base is designed with three horizontal chrome strips. The circular depression back of the door knob, a characteristic exterior style feature of this unit for the past two years, has been moved near the edge of the door, and the door handle itself is in a vertical, rather than horizontal position, as in past models.

Door handle now has a glass-type lucite ball knob, and drawer knob for the storage compartment in the bottom of the cabinet also is of this plastic. Nameplate, now in script, has been moved to the extreme right of the cabinet, immediately above the door opening.

Interior of the deluxe model also has been refined, with the 13-lb. capacity meat storage compartment having an aluminum cover, and the aluminum ice compartment door having a blue design, as do the vegetable crispers in the cabinet bottom. Ice compartment has five trays, equipped with a new type cube release, and having a capacity of 103 cubes per freezing. Porcelain vegetable crispers can be stacked upon one another, if desired.

Shop Talk



Kelvinator-Leonard executives and field men preview the products and sales plans which they hope will make 1940 a "big year" for them. Top: Two of the "men behind the plans" on this year's refrigerator program are (left) H. W. Newell, vice president of Geyer, Cornell & Newell, Kelvinator agency, and Charles T. Lawson, household sales manager. Center: Shaking hands on the new Kelvinator-Leonard program are (left) H. C. Patterson and R. L. Davison, zone managers of Cincinnati and Buffalo, respectively. Bottom: The "top man" tells 'em. Frank R. Pierce (left), general sales manager, chats with Buck Schlosser, sales manager of Careva, Inc., distributor at York, Pa.

STAINLESS SHELVEING

Shelves are of stainless steel, except for the bottom divided shelf, which is of glass for covering the vegetable crispers. Sliding shelf with thermometer pull is included. Like the Gold Seal unit, this model also has a pair of 42-ounce water bottles as standard cabinet equipment.

Fundamental design of the models has not been altered, changes being just enough to make it evident to prospects that current models are not the same as those of last year. The \$139.50 model also has been given the name "Gold Seal," in recognition of the 1939 promotion celebrating Sears' attainment of the one million mark in sales to retail customers.

Ga. Power To Continue Present Finance Terms On Household Sales

ATLANTA—Present finance terms on refrigerators, ranges, water heaters, dishwashers, disposal units, and vacuum cleaners inaugurated last fall will be continued during 1940 in Georgia Power Co. territory. Terms on commercial refrigeration have been increased to 30 months, with down payment of 10% or the cost of installation, if this exceeds that amount.

Norge Expands Business Development Section; Tenney Named Head

DETROIT—Expansion of the business development department of Norge division of Borg-Warner Corp. and appointment of J. M. Tenney as manager of that department is announced by M. G. O'Harra, vice president in charge of sales.

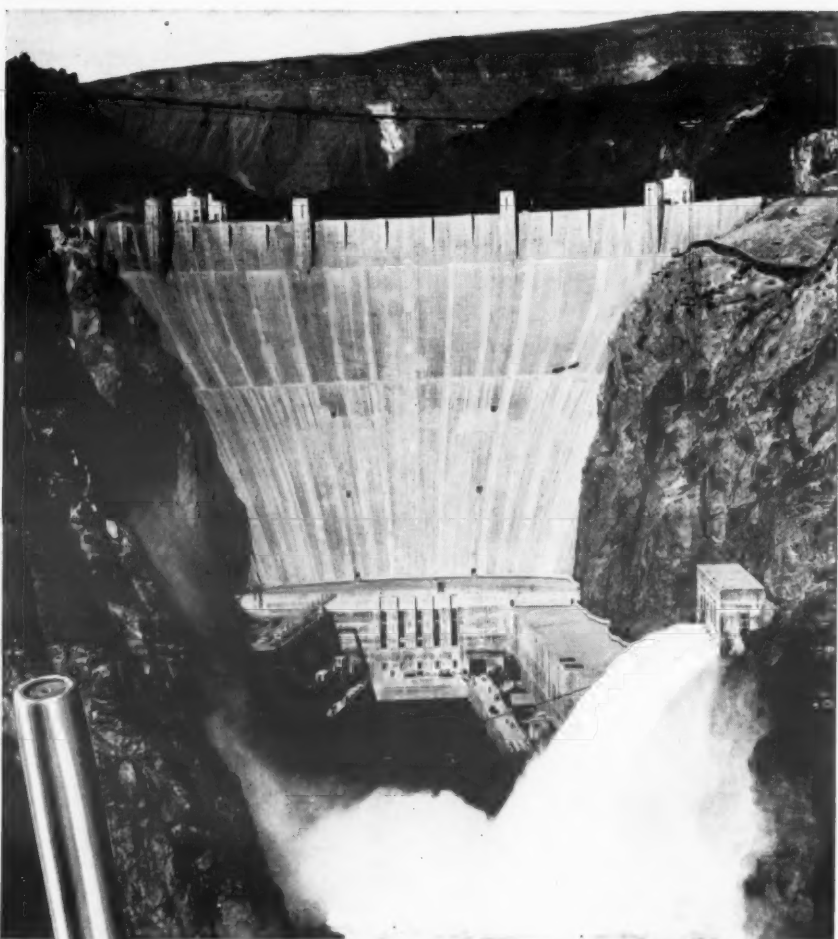
Associated with Norge for the past nine years, Mr. Tenney has served as product specialist on refrigerators, district manager, and western sales manager successively.

Mr. O'Harra at the same time announced the appointment of Henry F. Wyly as special representative in the business development department and the appointment of William Korb as manager of the statistical section of the Norge sales department.

Mr. Wyly was, for some time, a wholesale representative with the Norge distributor in Charlotte, N. C. He will assist new Norge distributors and dealers in training their personnel and in organizing their Norge activities after they are granted the Norge franchise.

Mr. Korb, with Norge since 1928, has been a member of the statistical section for five years.

ORIFICE CARTRIDGES MEAN CAPACITY CONTROL



Ewing Galloway

MILLIONS of TONS OF WATER would be WASTEFUL and DESTRUCTIVE UNLESS CONTROLLED.

IN your REFRIGERATION SYSTEM, a SUDDEN and UNCONTROLLED SURGE of LIQUID REFRIGERANT is JUST AS COSTLY. PEERLESS THERMOSTATIC EXPANSION VALVES, WITH THE PROPER ORIFICE CARTRIDGES, METER THE REFRIGERANT CORRECTLY to insure MAXIMUM EFFECTIVE COIL SURFACE. Less surface is wasted in picking up superheat. MORE efficient REFRIGERATION is accomplished with LESS RUNNING TIME and STARTING POWER. Ten interchangeable orifice cartridges permit matching the valve to the coil in your system.

Stock in All Principal Cities. See Your Refrigeration Parts Jobber.

PEERLESS of AMERICA, INC.

MIDWEST FACTORY, GENERAL OFFICES — 515 W. 35TH STREET, CHICAGO
NEW YORK FACTORY PACIFIC COAST FACTORY SOUTHWEST FACTORY EXPORT DIVISION
41-28 34TH STREET 3000 SOUTH MAIN ST 2216 N. HARWOOD ST. P. O. BOX 616
LONG ISLAND CITY LOS ANGELES, CALIF. DALLAS, TEXAS DETROIT, MICH.

A FINANCE PLAN THAT PROTECTS YOUR DEALERS' PROFITS AND PROMOTES YOUR DEALERS' SALES

- 1 IT'S THE NEW DEALER RESERVE PLAN
- 2 IT DOES WHAT MOST PLANS FAIL TO DO—PROTECTS DEALERS' PROFITS
- 3 IT OFFERS A NEW LOWER RATE
- 4 IT PROVIDES ONE RATE SCHEDULE FOR ALL DEALERS—COVERING ALL HOME APPLIANCES
- 5 IT CUTS DOWN DEALER MORTALITY
- 6 IT'S A PLAN YOU SHOULD BACK TO THE LIMIT WITH YOUR DEALERS BECAUSE—

WHEN YOU HELP YOUR DEALERS PROTECT THEIR PROFITS YOU PROMOTE SELLING EFFICIENCY.

IT is one thing for a dealer to make a profit on sales . . . it is quite another thing to hold on to that profit.

A big part of appliance sales are time payment sales.

A correspondingly big part of the dealer's profit should come from these sales.

But will it?

Not if the plan is all shell and no meat. *Not* if the plan looks good but works badly—for the dealer. *Not* if the plan doesn't offer liberal terms and low charges to attract the buyer. *Not* if it only protects the dealer *after* the first six months, the period when *least* repossessions occur. *Not* if it glosses over his all-important re-selling costs and leaves him to pay these expenses out of his merchandise profits.

Let's get down to brass tacks on this subject of sound financing—sound for the *dealer* as well as for the customer.

What is there about this new Commercial Credit Plan that makes it a stand-out—the safest plan—the one really practical plan for most dealers? *Because it is a profit protection plan.*

Jot this down for comparison with other plans.

Commercial Credit has again cut appliance finance charges. One simplified rate chart covers all appliances.

The Commercial Credit Dealer Reserve Plan sets aside a cash reserve for the dealer which runs as high as \$5.40 a deal.

What is this for? We'll tell you!

Finance company experience proves that a certain number of appliances sold on time are afterwards repossessed.

After paying repossessing, reconditioning and re-selling expenses, the dealer frequently realizes an amount that is less than the original selling price, thereby establishing a loss.

And why should a dealer lose this substantial amount which robs him of a large part of his original profit on the merchandise? He shouldn't have to. Under this new plan, the customer charge, low as it is, includes a covering margin to protect the dealer.

As optional arrangements, Commercial Credit financing service offers at the same low rates the Limited Liability Plan—popular with many dealers—as well as the Purchaser Discount Plan—created to reward the prompt paying purchaser with a discount on each instalment paid within three days of coupon date.

* * * * *

Regardless of which plan the dealer selects, Commercial Credit never loses sight of one of its main responsibilities. It provides a sound, adequate, liberal credit and collection service.

The Commercial Credit Plan is a *merchandising* plan in every respect. Terms are liberal with payments small enough to minimize the price of the appliance. Special plans are offered for short-term financing; for quarterly payments by farmers; for combination and "add on" sales.

The liberal low-cost FHA Plan is offered through Commercial Credit service for the financing of eligible equipment.

If you want to maintain maximum distribution through dealer outlets—you know that your dealers must make money.

And to make money, they should use the one time payment plan that will plug the operating leaks and assure them of the full profit on every deal—the **COMMERCIAL CREDIT PLAN.**

* * * * *

Commercial Credit Companies offer a Floor Display Plan on which dealers may finance from a single unit to their entire display of new merchandise. The terms are liberal, and the cost is so small no dealer should neglect to carry a complete stock. Dealers may also arrange with the Commercial Credit office serving their territory to demonstrate this merchandise in the prospects' home.



COMMERCIAL CREDIT COMPANIES

Serving Manufacturers, Distributors and Dealers throughout the United States and Canada

J. B. Venters, Who Operates a Refrigeration Service Engineering Firm In Jacksonville, Fla., Goes To the 2nd All-Industry Exhibition

HE LEARNS A LOT AND PLAYS A LOT IN FOUR CROWDED DAYS

For Pictures of the Exhibits That Mr. Venters Viewed See Pages 11, 16, 17, 20, and 21



On hand early, Mr. Venters signs up at the registration desk, gets his admission badge and convention program from an efficient clerk.



In the exhibition hall he turns first to the Air Conditioning & Refrigeration News booth, gets the latest copy from Ed Henderson to tell him what's happened since he left.



Meeting old friends is one of the best features of the exhibition. In the Ansul booth he greets old friend Ray Polley, formerly with Mills, now with Ansul Chemicals in the Southwest.



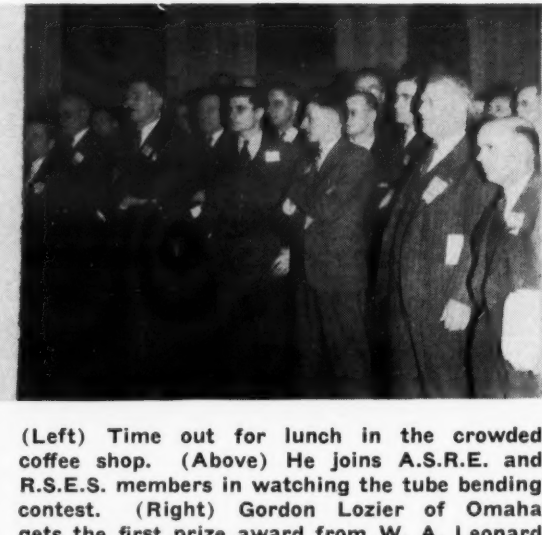
He finds many of the exhibits entertaining as well as educational. Here he sees a convention visitor trying his luck in the Automatic Products Co. shooting gallery so—



—he tries out his aim on the duck target, but doesn't win one of the new filter units given away to marksmen. Circular cutouts around edge of the target displayed various products.



(Left) During one of the R.S.E.S. sessions Mr. Venters finds a comfortable Stevens divan. (Above) He sees J. L. Kline win one of the radiolamp combinations given by Rotary Seal. Claude Brunton presents it.



(Left) Time out for lunch in the crowded coffee shop. (Above) He joins A.S.R.E. and R.S.E.S. members in watching the tube bending contest. (Right) Gordon Lozier of Omaha gets the first prize award from W. A. Leonard of Imperial Brass Mfg. Co.



(Above) His attractive wife dons an evening gown and enters the grand dining room with him for the All-Industry Banquet, following which they see (right) a great floor show.



Mr. and Mrs. Venters participated with the other conventionites in the songfest and general merriment preceding the floor show, and in the long night of fun following the banquet. The banquet proves a great tonic to guests who have wearied of tramping around the exhibit hall for two days. And the floor show, selected from Chicago's finest cabaret acts, was voted the best entertainment they had seen in ages.



Next morning Mr. Venters wonders if maybe he didn't have an overdose of the "tonic," however—



—he is soon up and about again, seeing more of the show, and dropping in on one of the many "room parties" held in the hotel such as this cocktail party pictured here held by the Canadian delegation for all convention guests of Canadian extraction, of whom there were a large number.



Still more parties, this time the R.S.E.S. farewell "Gay Nineties" party. In the general atmosphere of gayety "Swede" Nelson, president of the Illinois Service Engineers Society, seems to be trying to hide from the waiter and the check behind Mrs. Walter Honeychurch.



Mr. Venters has started home for the balmy breezes of Jacksonville, but a long night of work is ahead for the exhibitors as they wearily pack up the exhibits, final act in the industry's big show until next year.

Gorton Outlines Supply Jobbers' Aims on Trade Practice Program

Manufacturers Urged To Bring Policies In Line With Needs of the Jobbing Field

(Concluded from Page 1, Column 4)

12 members, only two of which were by resignation, and we hope that before the adjournment of this convention we may again pass the 100 mark.

"Many members during the year have not only expanded their present quarters, but have established stores in other cities. There are at the present time 152 individual locations or stores belonging to N.R.S.J.A. members.

"Our association is in better financial condition than it has been since its foundation. We have overcome a financial deficit held over from previous years and in addition to having our accounts paid, have a substantial cash balance.

"The sliding schedule of dues, based on business volume, adopted at our last annual meeting has proved to be a very accurate forecast of the budget requirements and surprisingly in accord with the estimated paying brackets.

"There are many problems to which your officers should have liked to have given more attention, among which are more visitations by our executive secretary to meet with regional groups, and we should have liked to conduct a more intensive advertising campaign to further establish the jobber as the logical outlet for certain commodities.

"We have fostered the 'Buy From Your Jobber' slogan among parts and equipment manufacturers, and at the present time 14 manufacturers are using this slogan regularly in their trade advertising.

"During the past year there have been two additional regional groups formed, the Middle Atlantic and Wisconsin. These regional groups all over the country are providing a fine service for their members in the areas affected, one of the greatest benefits derived being the exchange of valuable credit information on common customers.

"At the spring meeting of Rema I was asked to address the manufacturers, and a number of points on which our association has been working, and on which we desired the cooperation of manufacturers, were outlined.

Uniform Cash Discount

"Among these was the cash discount resolution passed at our convention last January. We are happy to report that a large majority of firms have granted cash discount terms in accordance with the request of our association. It is as yet far from being universal, although non-compliance is limited in general to only a few product groups, and much work is yet needed.

"Many have met the request as to grouping of invoices for payment twice a month as requested, although some have seen fit to grant 1% cash discount instead of 2% which we desire and to which we feel we are entitled. To many manufacturing firms it did mean a concession from the policy of their product group to grant even 1%, and to many a revision of their price schedule to accommodate any cash discount at all.

"We should by no means relax on our individual efforts along this line until we have secured from all manufacturers at least 2% cash discount terms on invoices grouped for payment twice a month; namely, those bearing dates of the first to the fifteenth grouped for payment on the twenty-fifth of the month, and those dated the sixteenth to the thirtieth grouped for payment on the tenth of the following month carry-

ing an allowance of 2% discount for cash in each case.

"The question of obsolescence is one which is going to be of greater consequence as time goes on and one on which each individual jobber must of necessity keep on the alert if he is to prevent a rising inventory of unsalable items," Mr. Gorton pointed out.

"At Turkey Run one of our members addressed the manufacturers on the functions of a refrigeration supply jobber," said the retiring president. "This talk by Mr. Oberc along with a talk by Harold Hulett of the General Electric Co. provided the background for the appointment of a temporary Tri-Association Contact Committee.

"Only one meeting was held but it is hoped that out of this and other Tri-Association contacts may come a better understanding and evaluation of all factors in our industry to the end that we may each develop along the lines which will be most profitable to all of us.

"I believe that much more could be accomplished that would be highly constructive if we jobbers would look on our manufacturing connections as the head office of our business to the end that we should expect and they should be willing to grant us the same assistance, constructive criticism, or commendation as they would give their own salesmen. I believe we as jobbers should welcome the opportunity of discussing our problems with our manufacturers, and they in turn welcome discussing their problems with us.

Merchandise Exchange

"Early this year we endeavored to establish through our association headquarters a merchandise exchange service—a method of disposing of stock which might be an overstock or tending to become obsolete in one particular territory but useful in another. This has not been patronized to any great extent by our members, perhaps because we are all too new in the business to accumulate any 'dead cats' so far. I believe it is a sound way to prevent distress merchandise from demoralizing the market, and should be increasingly valuable as time goes on.

"This refrigeration supply business is, as it stands, pretty much a seasonal business," Mr. Gorton commented. "There are other sources for obtaining business. I am thinking of the various ammonia installations using iron pipe and fittings as well as many control devices and miscellaneous materials. Many of our largest air-conditioning installations use ammonia as a refrigerant.

"Another growing market is the butane heating industry, which uses copper pipe, brass fittings, valves, and controls. At present there is no particular group of jobbers serving this new industry which is growing in many communities where natural gas is not available.

"Summer air conditioning is so closely related to winter air conditioning or heating and ventilation that there is a large opportunity to handle and to sell merchandise such as fans, blowers, and controls for both services.

Direct Sales By Producers

"One of the most uncalled-for practices," declared Mr. Gorton, "as well as one of the most vicious in the business, is the competition engaged in by certain manufacturers who, after extending their prices to certain jobbers, enter the same area with their direct salesmen to solicit

business from the same customers, many times even quoting jobber prices or below to trade outlets not so functionally classified.

"This practice, I am told, grossly violates the Robinson-Patman Act and I believe a jobber would be justified in personally citing the manufacturer to the Federal Trade Commission.

"Much is still being said regarding the proper definition of a refrigeration jobber. At our convention last year, we revised the definition of a jobber.

"I want to give this definition to you as it now stands:

"The term refrigeration supply jobber is defined to mean a person, firm, or corporation actively engaged in the sale of refrigeration and air-conditioning equipment, parts, and supplies at wholesale to the trade and who does not directly by retail sales, installation, or service, or indirectly by sales to exclusive dealers, compete with distributors, dealers, or independent service organizations which are normally some of the trade factors to whom the jobber is expected to market refrigeration and air-conditioning equipment, parts, and supplies.

"The essential features to any jobbing business similar to ours are the same—the jobber must purchase his own stocks to supply buyers' needs; he must warehouse them; he must provide salesmen to sell them; he must provide a means of delivery for the convenience of his customers; he must assume the credit risk; he

should publish a catalog; he must supply price information; and he must assist in providing market development.

"These services are provided by our members and are by common custom essential to any jobbing business in any industry. In our association, there are other qualifications or restrictions which have been placed on the membership. This restriction, I believe, is important and applies to our particular industry.

"When a manufacturer wishes to set up a new outlet he is not looking for a way to fulfill all of the qualifications to the fullest extent. He is looking for a loophole which will allow him to justify his action. I think that we, as individual jobbers, should bring seriously to task those manufacturers who violate the spirit as well as the letter of our requirements.

"I am not opposed to change in our by-laws to clarify our position. It is advisable to change them with changing conditions or changing needs. I am opposed to constant changing of wording without a sound reason for it.

More Selling Needed

Only a few years ago the problem of a refrigeration parts jobber was to be able to get the proper material from the parts manufacturer at the right price, Mr. Gorton pointed out. The question of selling it was not the problem. If he had it, the service man bought it; if he didn't have it,

the independent service man paid through the nose from some dealer representing a national machine manufacturer.

While this has been only a very short time ago, the situation is now not the same, said the jobber's president. The independent jobber is meeting competition not only from the national machine distributor, as he always has, but is now very actively in competition with other close-by independent jobbers. The problem has changed. It is now a selling job in addition to a stocking job.

"It is necessary for a jobber to perform a very definite service to his customer, the service contractor, and to do a selling job for the manufacturer whom he represents," the speaker continued.

"The jobber is the middleman; he represents on one side the parts manufacturer, to whom he should be loyal and with whose product he must be familiar; and on the other side, he must serve his customer. If the jobber is to prosper, he must serve both satisfactorily and well.

"The present status of our industry and of our individual companies calls for more and better training of our men whom we expect to sell our firm and its products to those in our trade outlets.

"We can expect the cooperation of our manufacturing friends only so long as we provide them with their best, soundest, and most economical means of distribution."

THE LARGER THEY
ARE THE *More* THEY
NEED PROTECTION
FROM **RUST**

by **BONDERIZING**

BECAUSE big refrigeration units are more expensive to install and costly to recondition, if finish breaks down, the protection provided by Bonderizing is more vital.

Practically every domestic refrigerator and many commercial lines are Bonderized for finish stability and rust prevention. It assures an effective

bond between metal and enamel. It neutralizes the effects of moisture and humidity and retards corrosion.

Make sure the lines you sell are Bonderized -- then tell your customers about it. It is an outstanding sales feature. It convinces the buyer of thorough-going quality in every detail.

PARKER RUST PROOF CO., 2197 E. MILWAUKEE AVE., DETROIT, MICHIGAN



Send for This Book:

It describes the Bonderizing process in detail and shows the benefits derived through its use. It gives the salesman a new talking point and provides definite information that helps get the order.

PARKER
Processes **CONQUER RUST**
BONDERIZING • PARKERIZING

SERVEL
COMMERCIAL REFRIGERATING MACHINES

Servel's 4-cylinder 20 HP machine unit... one of 25 models in the complete line.

Whether your requirements are large or small, standard or special, Servel engineers can help you solve your most vexing problems of commercial refrigeration or air conditioning. Write today to Servel, Inc., Electric Refrigeration and Air Conditioning Division, Evansville, Ind.

Allen Says Cooperative Advertising Would Silence Jobber Critics

Jobbers Fill an Important Place, But Must 'Sell' Their Function, He States

The well considered, well worded plea of W. C. Allen of Modern Equipment Corp. that they do not only a better job of selling their merchandise, but also of selling their place in the refrigeration industry to the rest of the industry, got close attention from the jobber members, who had invited Mr. Allen to address them.

"Supposing we could get 75 sympathetic jobbers all with a common problem, and 75 manufacturers who were sympathetic to jobber distribution, to each donate \$100 to an educational fund," said Mr. Allen in the windup of his talk.

"With a total of \$15,000 an advertising campaign could be launched and become so effective that within a year there would not be a single doubting Thomas in the industry who would not realize the economic importance of the refrigeration wholesaler.

"The time to launch such a program is when the industry is new, and not when it is forced to do so by undermining competitive conditions."

Mr. Allen declared that he felt confident to talk on the subject of "The Economic Importance of the

Refrigeration Wholesaler" because of his experience during the past 20 years with the mill supply—automotive accessory—heavy hardware—electrical supply—and plumbing supply wholesalers.

"I would like to discuss what I would consider your four major functions and how they effect the economic success of your customers," Mr. Allen began.

"Before the advent of the refrigeration wholesaler it was necessary for the refrigeration distributor, dealer, or assembler to invest large sums of money in an inventory of parts, supplies, and equipment. Due to your warehousing of complete lines to serve many customers you have made it possible for your customers to decrease their capital investment in supplies, parts, and equipment; which has released capital to be used in the expansion of their business.

REDUCE FROZEN ASSETS

"Therefore, you have indirectly contributed to their capital investment by reducing their frozen assets.

"Before the advent of the refrigeration wholesaler, it was necessary for the distributor, dealer, or assembler to purchase from many sources scattered throughout the country, in order to secure the many needed items used in his business. By providing one central source of supply, whereby your customer can purchase all of his requirements, you have contributed to his economic success by materially reducing his clerical work and his cost of purchasing.

"During the period when it was necessary for the distributor, dealer, or assembler to purchase his supplies from many sources, credit terms were very universally on a C.O.D. or sight draft basis. The wholesaler through his capital facilities was able to render credit terms on a semi or monthly basis, making it possible for his customers to pay for his supply items only once or twice a month. This service rendered by the wholesaler has further contributed to the economic success of his customers by an additional reduction of clerical work and a further release of capital.

"In addition to the previous-mentioned economic functions which you are performing for your customers there is another great service which you are rendering which has reduced the hazards and the mistakes of

previous years. I refer to your advisory council. Your customers do look to you for advice on the proper size equipment to be used in connection with installations on which they are figuring.

"At this point I would like to offer some suggestive criticism, based on personal observation made during the past three years, during which I have been in close contact with jobbers throughout the country.

'SELL YOURSELVES'

"Frankly, I think there is a gross neglect on the part of most of the refrigeration wholesalers in selling themselves and their functions. I believe it is your duty and the duty of every employe in your respective companies to constantly emphasize the daily services which you are employing.

"It is quite human for all of us to take matters for granted, and think because we know a thing everybody with whom we are doing business knows it. Your salesmen should be trained to sell your functions on every call made, and to keep on repeating it until it is thoroughly embedded in the minds of all of your customers. This, I believe, is as important as selling merchandise.

"I cannot pass over this phase of my subject without making mention of what was done last summer by one of your members in preparing and distributing in his territory a four-page circular, full of interesting photographs showing views of his warehouse, sales counter, telephone order department, shipping department, and other facilities maintained to serve the needs of the industry. This is constructive selling—we need more of it.

STOREKEEPER OR WHOLESALER?

"I would like to have you visualize with me for a moment a storekeeper versus a wholesaler. We have in this industry many storekeepers who call themselves wholesalers.

"I have seen many of the owners of refrigeration wholesale establishments working hour on end behind a sales counter passing out small shelf items as called for by the customer on the other side of the counter; doing work that you could hire clerks to do for \$18 to \$25 a week.

"All problems in industry today are sales problems, we are in a condition of under-consumption and not over-production. The owner of a business who works as a counter salesman in his own store is not

contributing the proper sales effort to the expansion of his business or the industry. The major portion of his work day should be spent contacting customers in the field, selling his functions as well as his wares.

"I have personally discussed this situation with a number of wholesalers during the past year. The answers were appalling. The usual answer is that there are so many details in connection with their business that they can't make the contacts they would like to. Gentlemen, good detail men are easy to find—good salesmen are rare.

"Don't waste your time on details, but devote more time to selling yourself and your business.

"Let's look at the storekeeper from another angle—the man who insists on stocking every brand of every commodity. There are many manufacturers making duplicate products—it is impossible as well as uneconomical for a wholesaler to do justice to duplicate lines.

THE CASE OF CONTROLS

"Let's consider as a case in point—controls. According to one of the leading commercial control manufacturers, the average volume of a wholesaler on commercial controls is only a few hundred dollars a year, and yet there are some storekeepers who catalog and stock four and five makes of controls, causing excessive inventory, low capital turnover, confusion among their sales personnel, and a poor selling job for any manufacturer.

"If the manufacturers in this industry are to develop the kind of sales policies that offer the greatest degree of protection to the wholesaler, it then becomes a duty of the wholesaler to work harder on sales methods, and get away from the idea or habit of becoming a storekeeper."

The answer to the wholesalers' and the manufacturers' sales problems, stated Mr. Allen, is not in the establishing of wholesalers or branches in every little cross road city.

"I believe that wholesale outlets in recent years have grown faster than the industry—being a storekeeper in four or five cities or locations will not lessen your sales necessity," he asserted.

"Another suggestive criticism I would like to make covers the matter of resale price maintenance. I believe that there is too much price mindedness in this industry. This goes for both manufacturers and wholesalers. If the industry as a whole were doing more functional and product selling there would be considerable less discussion of price.

Westbrook Puts Finger on Profit Slashing Policies

Clyde Westbrook of Westbrook Carburetor Electric Co., San Antonio, Tex., was assigned the topic of "Maintaining Satisfactory Profits," to discuss before the N.R.S.J.A. convention, and took the occasion to point out some trade policies and practices which to his mind have proven injurious to a profit-making operation on the part of a jobber.

"To begin with, we find that the spread between the jobber's cost and his resale schedule, especially as compared with what is termed the list or consumer's price, is insufficient to pay him a profit when his investment in stock, overhead, and sales expenses have been charged against it.

"Too often we are told that such is a staple article and necessary to complete the line, even though it will not carry its share of the profit. That does not impress us in the least and we are continually alert for a competitive article that will take its place and carry its share of the profit.

DISCOUNT PASSED ON

"The service trade has been educated to the point of long discounts so long that they feel they are being held up if they do not get 50% or more on every purchase. And what do they do with it? A vast majority of them pass it right on to the consumer—to help get the job away from another serviceman. It is, therefore, just an incentive to make a price cutter out of him to start with and he immediately starts shopping around to get better prices from his various suppliers and even the manufacturers direct.

"Next point is manufacturer's cooperation, or in most cases, lack of cooperation. He gets one jobber on the dotted line and then goes on over to the jobber's competitor and endeavors to sign him up; in most cases does.

"As John is going to have everything that Bill has and then when John has to go out and sell with identically the same sales ammunition that Bill uses he (John) has only one other inducement to get the order and that is price. Possibly it is 3% cash discount instead of the 2% Bill extends him, but usually an extra 5 or 10% and then it is 'Every man for himself.'

HELP WANTED—NOT CUTS

"How much better it would be if, when a jobber is sold on a line, the manufacturer would step in and educate him on the selling and service advantages and tell to go to it with the assurance that he would not be bucking other competition on the same line in his territory and that all inquiries would be referred to him for prompt handling.

"This brings up the next problem of the service and dealer organization sitting down with the jobber's catalog and picking out the names and addresses of various manufacturers listed therein and writing them and often ordering merchandise direct. The only thing for the manufacturer to do, if he has an honest jobber's policy, is to immediately refer that inquiry or order back to the jobber who will have his representative follow right back and not only complete the sale on this line but sell him other allied merchandise.

"Then comes the honest jobber's policy: Is it a good one when or if a manufacturer sends his salesman out and tries to stock up all the jobbers in the country or, worse yet, places his line in the hands of the broker or manufacturer's agent to do so? When such representatives get through with all the jobbers they then go after the jobbers' customers; possibly starting with the appliance distributor, dealer, and on down the line, ignoring the jobber entirely. We question the honesty of such effort and, frankly, are not interested in lines so handled.

"Another question of the fairness (Concluded on Page 9, Column 3)

You Get the
"Life Insurance
of SYLPHON
BELLOWS"

in
RANCOSTAT
CONTROLS

Sylphon
SEAMLESS
METAL BELLOWS - AND
THERMOSTAT ASSEMBLIES

In Rancostat Controls Sylphon Bellows contribute in full measure to dependable performance and life-time usefulness . . . they are alert, responsive, durable . . . with 17 times the life, by actual test, of ordinary diaphragms.

Sylphon Bellows have been time-tested and proved by the refrigeration industry. They are preferred equipment by many manufacturers, widely used not only as thermostatic elements but for bearing seals, packless glands, crankshaft seals, etc.

Sylphon Bellows are the product of more than 35 years' research and experience . . . the most highly developed and generally used product in their field. Investigate! Let us show you applications, advantages and economies. Write for Bulletin BO-511.

THE FULTON SYLPHON CO.
KNOXVILLE, TENNESSEE

Representatives in All Principal Cities in U. S. A. and in Montreal, Canada and London, England

For a Big Business drive . . .
put these cool veterans up front



For sure-fire sales results depend on the popular BUSH line of Replacement Condensers—specified by many of the country's largest manufacturers of domestic and commercial compressors because of proved performance and below average costs.

Bush Air Cooled Replacement Condensers are made of fins spaced 6 per inch on 3/8" O. D. copper tube. The entire unit is hot solder dipped after fabrication to give a protective coating and fine finish not obtainable by any other method. All models equipped with top plates.

Bush Counterflow Water Cooled Condensers are ideal for replacements or boosters on air or water cooled jobs. Made of 3/4" O. D. copper outside tube and 1/2" O. D. copper inside tube. All connections hard soldered.

The new Bush Replacement Condenser folder gives specifications and prices for a wide range of sizes. Write for your copy.



JOBBERs—Build your REPLACEMENT CONDENSER sales with this attractive store display. Write for full details TODAY!

Jobbers Take Their Association Work Seriously



(1) An officer last year of the National Refrigeration Supply Jobbers Association and an ardent camera fan as well, Irving Alter of the Harry Alter Co. had the opportunity to make these splendid studies of various members of the N.R.S.J.A. thrashing out association affairs during their convention last week in Chicago. Note their intentness on the job at hand.

In the top picture an informal discussion takes place between C. W.

Ready, Willing, Able TRAINED MEN Available!



It's easy to get the right man for your job without trouble, expense or delay. Use the U.E.I. Free Placement Bureau. National service. For over 13 years U.E.I. graduates have made better employees for all positions requiring technical knowledge or mechanical ability. We have the man you want. Phone, write or wire us.

UTILITIES ENGINEERING INSTITUTE
404 N. Wells St. Est. 1927 Chicago, Illinois

Jobbers Adverse To Dividing Territory

(Concluded from Page 8, Column 5) in which many manufacturers' relations with their jobbers arises is that of the jobber investing in and pioneering a new line only to find, after he gets it going fairly satisfactorily to have the manufacturer or his agents divide such pioneering effort and potential sales with another jobber that writes in for it after feeling such competition. Manufacturers cannot expect much fairness from jobbers when they permit such tactics themselves.

"Another question of fairness is that of the manufacturer of some appliance getting a preferred price over the jobber, especially when his purchases are only of one item in the supplier's line where the jobber is handling the entire line; or selling him for jobbing purposes items, whether used or not in his appliance manufacture.

"The parts manufacturer should also insist that the appliance manufacturer maintain resale schedules in selling his distributor-dealer set-up instead of permitting them to distribute out through such channels at, oftentimes, jobber's cost prices, realizing that such efforts cannot supply the competitive appliance trade nor its outlets and, as a rule, the independent service trade that such appliance distribution is in competition with and unfriendly to."

Resolutions Seek More Standardization

During their sessions the members of the National Refrigeration Supply Jobbers Association drew up a number of resolutions on matters pertaining to industry problems and trade practices.

One of the resolutions states that "whereas certain equipment advertised and sold by manufacturers is priced and recommended on certain performance data, and there is no universally accepted standard test basis used by the manufacturers involved in determining these ratings, it is resolved that the Association go on record as being in favor of asking the manufacturers to adopt a uniform basis rating for the equipment in the various product groups."

Another resolution recommended to

all manufacturers that the slogan "Buy From Your Jobber" be carried in all their trade paper and other advertising, giving it as much prominence as is consistent with good advertising copy.

In a resolution on catalog literature the jobbers asked that the manufacturers standardize the literature as much as possible, furnishing letter-size sales literature printed on a good grade of thin paper properly trimmed to 8½ by 11 inch size, with a wide binding margin on the left hand side and punched with "three and four holes" for use in Kalamazoo or three ring binder catalogs to be used by outside salesmen, in service catalogs, and for office information.

This literature, the resolution stated, should contain pertinent data and price information on all products arranged systematically for easy and ready references with illustrations and indices where necessary, using the smallest space possible, without the embellishment of over-size cuts, red ink, and propaganda.

It is felt that such matter of a propagandistic nature is intended primarily for starting inquiries, rather than for making sales.

Therefore, should be prepared in letter-size mailing pieces of the so-called stuffer type suitable for separate mailing or handout purposes, rather than for use in jobber catalogs.

It was further recommended that where a manufacturer feels the

necessity for distributing expensive illustrated catalogs, such as are frequently put out in colors, for certain specific products, that these be prepared with the idea of using them exclusively in the form in which they are prepared rather than with the thought of combining the same with other material in a jobber's catalog.

Policy on Exhibits

Another resolution declared that "whereas requests from regional jobbers groups and individual jobbers to participate in trade shows, parties, picnics, etc., often place the individual manufacturer in the embarrassing position of not wanting to participate and at the same time hesitating to refuse a customer, resolved that this Association go on record as willing to abide by the following conditions:

(a) That regional jobber association-sponsored trade exhibits in territories remote from the Chicago All-Industry Exhibit area be permissible, subject to the approval of the plans therefor by the manufacturers association, and

(b) That individual jobber-sponsored exhibits, parties, picnics, etc., be absolutely free from financial participation, in any form or for any purpose, by manufacturers.

"SO₂"

25th ANNIVERSARY 1915-1940

The best refrigerant yet developed for home use

No other refrigerant has so many points in its favor, so great a performance record, so wide a use. Ansul sulphur dioxide, a guaranteed anhydrous gas, is non-inflammable, non-explosive, non-corrosive. Its pungent odor serves as its own warning agent and makes even the smallest leaks easy to detect. It is still the most ideal refrigerant for the home refrigerator.

ANSUL SULPHUR DIOXIDE

EACH CYLINDER INDIVIDUALLY ANALYZED

LET THE ANSUL JOBBER NEAR YOU SERVE YOU BETTER

REFRIGERATION DEALERS!

HERE'S
FASTER...BETTER
MORE COMPLETE
SERVICE!

STOCK UP NOW...
with GENUINE
FRIGIDAIRE
Precision-Built Parts

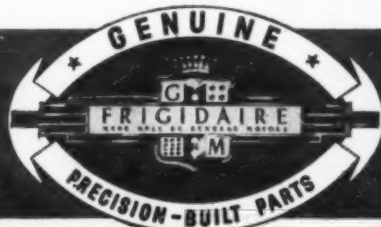
● When you use Genuine Frigidaire Precision-Built Parts, it's easy to give fast, dependable service that wins customer good-will and confidence. That's why it pays to depend on your Frigidaire Distributor for the parts you need. Because there are 49 Frigidaire distributing points in the U.S.—your Distributor is near you. He carries a complete stock—everything you need is readily available. And all Genuine Frigidaire

Precision-Built Parts have passed the same rigid inspection as new, assembled Frigidaire equipment.

Find the location of your Frigidaire Distributor on the list to the right. Simply address correspondence: FRIGIDAIRE (Name of city). Ask for your copy of the "Parts" catalogue. Check catalogue for prices—stock up now on Frigidaire replacement parts and be prepared when the busy season starts! Fill your needs now.

Check this list for location of YOUR Frigidaire Distributor

Akron, Ohio	Nashville, Tenn.
Albany, N. Y.	New Castle, Pa.
Atlanta, Ga.	New Orleans, La.
Baltimore, Md.	New York, N. Y.
Billings, Mont.	Norfolk, Va.
Birmingham, Ala.	Oakland, Cal.
Boston, Mass.	Oklahoma City, Okla.
Buffalo, N. Y.	Omaha, Nebr.
Chicago, Ill.	Peoria, Ill.
Cleveland, Ohio	Philadelphia, Pa.
Dayton, Ohio	Pittsburgh, Pa.
Denver, Colo.	Portland, Ore.
Des Moines, Ia.	Roanoke, Va.
Detroit, Mich.	Rochester, N. Y.
El Paso, Tex.	St. Louis, Mo.
Fl. Worth, Tex.	St. Paul-Minneapolis
Hagerstown, Md.	Minn.
Houston, Tex.	Salt Lake City, Utah
Indianapolis, Ind.	San Antonio, Tex.
Jackson, Mich.	Seattle, Wash.
Kansas City, Mo.	Sioux City, Ia.
Los Angeles, Cal.	Spokane, Wash.
Louisville, Ky.	Syracuse, N. Y.
Memphis, Tenn.	Tampa, Fla.
Miami, Fla.	Wichita, Kan.
	(Also Toronto, Canada)



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All-Industry Show Gathers Momentum

A BLIZZARD and 13 degrees below zero in Chicago last week did not prevent 7,542 manufacturers, distributors, jobbers, dealers, engineers, and service men from attending the Second Annual All-Industry Refrigeration and Air Conditioning Exhibition. No doubt the severe weather reduced the attendance to some extent, but the show was a tremendous success from every angle and exhibitors were highly pleased with the results.

Exhibitors, by the way, are not easy to please, because their expenses (for display, literature, personnel, travel, etc.) are considerable, and they are inclined to evaluate the benefits in terms of actual sales. Numerous exhibitors were asked if they considered the Exhibition profitable to them, and invariably the replies were enthusiastically in the affirmative.

Those Who Missed This One Look Forward To Next

Equally significant, in terms of next year's show, were the statements of the executives of certain prominent companies which did not participate in the Exhibition. For example, J. L. Rosenmiller, sales promotion manager of York Ice Machinery Corp., took one look and said: "We should have had an exhibit here and you can depend upon it that we will be here next year."

A Frigidaire executive is reported to have said: "Anyone looking at this Exhibition might think that Frigidaire had gone out of business. We must have an exhibit next year." In general, it appears that the commercial refrigeration manufacturers will be there in full force in 1941.

Committee Demonstrated Unusual Foresight & Ability

The Refrigeration Equipment Manufacturers Association is to be congratulated on the foresight, business acumen, and cooperative spirit of its members in sponsoring the Exhibition. The committee, consisting of M. W. Knight, K. B.

Thorndike, F. J. Hood, A. B. Schellenberg, and Harold Hulett, demonstrated unusual leadership and organizing ability.

The entire show, including the All-Industry Banquet with over 1,200 in attendance, was operated with precision and dispatch. Every need and emergency was anticipated and provided for. Rules and regulations were strictly enforced—and appreciated by all concerned.

Magnitude of 1940 Show Surprised Many Executives

A casual observer looking over the 1940 show would probably be greatly surprised to learn that it was only the second affair of its kind ever staged by the refrigeration and air-conditioning industry. With every space sold, including stair landings and odd corners, the aisles thronged with active buyers from all parts of the country and Canada, it was an impressive sight—and somewhat startling to industry executives who had not fully appreciated the size and importance of the event.

Of course, the All-Industry Show was an outgrowth of the exhibits of parts and supplies which were sponsored for four years by the Refrigeration Service Engineers' Society. Various manufacturers have participated in numerous exhibitions managed by other interests in related fields. The large manufacturers of household electric refrigerators have staged many elaborate presentations of a single company's products, and they have taken part in hundreds of local displays.

More Commercial Refrigeration Equipment Expected In 1941

However, the Second All-Industry Refrigeration and Air Conditioning Exhibition contained a sufficient diversity of products to justify its ambitious name. Anticipating a still more comprehensive showing of commercial refrigeration and air-conditioning equipment next year, the management may then be ready to tackle the job of encompassing the annual premieres of new household refrigerators.

It seems obvious that next year's show will require at least 50 per cent more floor area and possibly the momentum now achieved will double the 1940 space. In addition to new exhibitors, many of the present members have expressed their intention to enlarge their booths. Many of the original exhibitors were satisfied with a small area for showing tools, valves, and fittings to service men. Commercial equipment exhibitors, with full lines of compressors, coils, display cases, and storage cabinets, need room for their more bulky equipment.

LETTERS

Attended the Show, Wants To Subscribe

Cloverdale, Ill.

Sirs:

I attended the All-Industry Show in Chicago, and I received a copy of AIR CONDITIONING & REFRIGERATION NEWS. I heard much about this magazine and from the sample copy I am sure I will like it very much.

Therefore, I would like to take advantage of your special combination offer of two books free with a subscription for one year.

For the two free books please send

They'll Do It Every Time . . . By Jimmie Hatlo



Soda Fountain Refrigeration, Manual No. SF-1, and Refrigerated Locker Storage, Manual No. LS-1.

OSCAR STARK

Information on Locker Storage

421 Columbia St.
Elmira, N. Y.

Sirs:

Can you furnish or advise me where I can obtain information on locker cold storage?

I would like complete details as to cost of equipping a plant (less building), cost per square foot of insulating locker room and pre-cooling room, amount of rental that can be expected per locker, who patronizes locker storage, who furnishes locker storage equipment, etc.

CLAUDE PIERCE

Answer: We have recently published a new book, "Refrigerated Locker Storage," which will supply you with the information you are seeking.

This book, Refrigerated Locker Storage (LS-1), combines a series of reports about the experiences of those who have built and operated locker plants, with articles by those who have made a special study of the field or some phases of it.

This book sells for \$1.00. We also have a special offer whereby you can obtain AIR CONDITIONING & REFRIGERATION NEWS, which covers news and information on locker storages from week to week, and the manual for only \$2 for six months.

For information on sources of supply, see the 1940 Refrigeration & Air Conditioning Directory, just off the press, which sells for \$1.

Patterson Estimates Farmers' Income

Farm Journal
and
Farmer's Wife
Washington Square
Philadelphia, Pa.

Editor:

I have received a clipping from your good paper and appreciate the prominence of your report on my talk on the farm market at the Norge convention. There are some statistics that are quoted that I think should be straightened out for the record.

You quote me as stating that the farm income for 1940 should reach a total of 40 billion dollars. This is obviously wrong. The entire national income of the United States last year was, I believe, some 68 billion dollars. My statement was that government economists and many farm leaders were predicting that the farm income for 1940 would approach 10 billion dollars.

When the term "Farm income" is used, it means cash income from farm products plus government payments, and while this will undoubtedly show an increase of one billion dollars over 1939, it may not reach the optimistic figure predicted.

We must bear in mind, however, that the cash farm income does not represent the total income or earnings of farm people. Various members of farm families often work seasonally in canning factories and other places. Many of them own buildings and property in their nearby towns; others have modest stockholdings,

including mortgages. A government survey in 18 counties of the United States indicated that about 40% of the farm families had extra income in these various ways—amounting almost to 75% of their farm income.

Applying this to all farm peoples, it would indicate that there is an additional 30% additional income in reckoning the spending possibilities from this market. This would give us not over 13 billion dollars at the outside.

In my talk I used a chart showing the rapid increase in electrification on farms. At the end of 1938 there were 1,410,000 farms electrified. Additional figures, since released, indicate that for the last 12 months there were 380,000 farms electrified, bringing the grand total now to 1,790,000.

Another study, covering 50,000 new farm homes electrified by REA developments only, indicates that after 10½ months, the amount of new electrical equipment bought for the home averages \$133. This compares to the former studies that I had showing an investment of around three hundred dollars per home at the end of the first year, and I would presume that the homes supplied by private enterprise must, therefore, average considerably higher than the new REA customers. The statistics that I quoted were from the records of one or two private company electric extensions, and in view of the REA figure were undoubtedly above the average.

Even using the lower figure, however, and taking 380,000 new homes at an average equipment investment of \$133, we arrive at the astounding new business figure of fifty million dollars. Here—for these new electrified farm homes alone—you have a market larger than the total home-equipment volume of any electrical manufacturing company in the country. Here is no saturation problem but an entirely new market.

Those who are in close touch with farm electrification developments state that this process will continue for at least 10 years and that electricity on the farm is not only a great convenience for the farm home but a necessity for a great deal of the business of farming. In addition to refrigerators, washing machines, irons, ranges, electric cleaners, fans, etc., electrical apparatus for dairies and other farm operations is growing rapidly.

GRAHAM PATTERSON, Publisher.

But If We Have To Look So Carefully, Is It Good?

The Ralph H. Jones Co.
Carew Tower
Cincinnati, Ohio

Editor:

My God. Don't tell me us guys has got ter watch our'n grammar with dese editors:

Ain't it enough dat we have to watch out fer de Federal Trade Commission, da clients' funny ideas, da copywriters' temperament, and da bosses bad days, without havin' to worry about grammar too?

On second thought, it might pay (us to buy an editor a pair of glasses (eye glasses, I mean) or else warn him not to have a big night for a meeting at which he has to be able to read type thrown on a screen eight feet high. The next time you get a look at the Modern Kitchen Bureau window banner or newspaper adver-

tisement, look carefully and you will see that the slogan reads—

"Twice the Value at Half the Cost with A 1940 Electric Refrigerator"

So don't pull any more gags about our'n bum grammar in headlines and in print any more. We got enough troubles now.

C. J. COWARD

Answer: We still think it looks funny, but give the Jones Boys credit for good intentions.

We Don't Pester Him To Death

H. E. Sherman, Jr.
Stewart-Warner Distributor
3156 E. Pico Blvd.
Los Angeles, Calif.

Editor:

In view of the fact that you seem to be one of the technical publishers that doesn't pester me to death to give you a subscription, I hereby humbly and duly authorize you to enter my subscription for your low-down good-for-nothing sheet, and make the subscription start with your first January, 1940 issue. Hurry up, right now, and send me all back issues.

When you send the bill, maybe I will pay it. With kindest personal regards.

H. E. SHERMAN, JR.

He Wants To Know What Competitors Are Doing

Ave. "C" at Fifth St.
Fredericksburg, Va.

Sirs:

I allowed my subscription to lapse a year or two ago because I didn't seem to find time to read the News—they would accumulate—three to six not even taken out of the wrapper—which, I agree, was a mistake—probably bad management on my part.

However, I feel the lack of information as to what competitors are doing. (I'm a district representative for the Norfolk Frigidaire distributor.)

So please start sending me REFRIGERATION NEWS again—starting with Jan. 1, 1940.

Let me know if you have any special subscription offers—send the magazine and bill to—

C. B. TYSON

These January Issues Important

1317 Willow
N. Little Rock, Ark.

Sirs:

It seems I cannot do without it; so, if you can send me all issues for January, you may renew my subscription to your most helpful magazine.

JIMMY SPEARMAN

He Thinks So, Too

116 N. Meridian St.
Brazil, Ind.

Sirs:

Please find enclosed \$1 cash, for which please extend my subscription to AIR CONDITIONING & REFRIGERATION NEWS for 13 weeks, beginning with Jan. 17 issue, so that I will not miss any issues.

H. C. BROWN

All Branches of the Industry Represented At Second All-Industry Show



(1) At the left in Detroit Lubricator's booth Joe Krall shows Ken Newcum of Superior Valve & Fittings Co. the working principles of the new

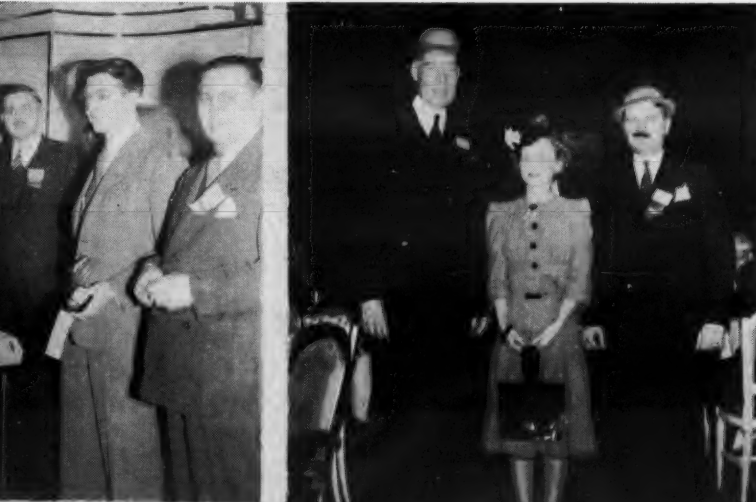


Dura-Fram valves, while in the background J. F. McKenna does the same for A. E. Stuckert of Louisville Refrigeration Co. (2) Some of the

main cogs in Ansul's smooth-functioning organization. W. O. Walker, W. R. Rinelli, Ray Polley, and H. V. Higley. (3) Lineup in the Brunner

booth: T. J. Lyon, S. Hanna, and J. Reed, all of Brunner; next man unidentified; Franklin G. Slagel (the tall man), West Coast representative;

B. J. Scholl of Brunner; Chet Borden, Boston jobber; Orville Morrison, Sunroc Spring Water Co., Media, Pa.; Frank Wilson, Brunner.



(1) B. J. Scholl, T. J. Lyon, and Frank Wilson of Brunner help Violet Blomquist determine the winner in the Brunner "breath-start-the-compressor-contest." Exact number of starts during the show was 594, and the first prize winner was O. M. Kash,

Kash Refrigeration Co., Chicago. (2) Edna Christensen opens the surprise package in the Ranco booth—a note authorizing issuance of a \$25 U. S. "baby bond." No one had guessed it correctly, so a drawing was held, and it goes to Thomas C.

Madal of Cleveland. (3) How they would have looked some 50 years ago—R. M. McClure, Rema secretary, and Mr. and Mrs. Frank Langsenkamp, Jr. Mr. Langsenkamp is the new president of the N.R.S.J.A. (4) Gordon Burns of Toronto, new R.S.E.S. national president, and Mrs. Burns.

(5) He came the longest distance to the show. G. D. Naidn (center), Importers, Ltd., Coimbatore, India. (6) Mr. and Mrs. Mel Knight, who received gifts from the trade for their work in putting over the exhibition,

relax at the R.S.E.S. "Gay Nineties" party. (7) A group of the "Gay Ninety" girls kick up their heels. (8) H. V. Higley of Ansul, vice president of Rema, and Mr. and Mrs. Joe Oberc. Joe is a new director of the jobbers association.

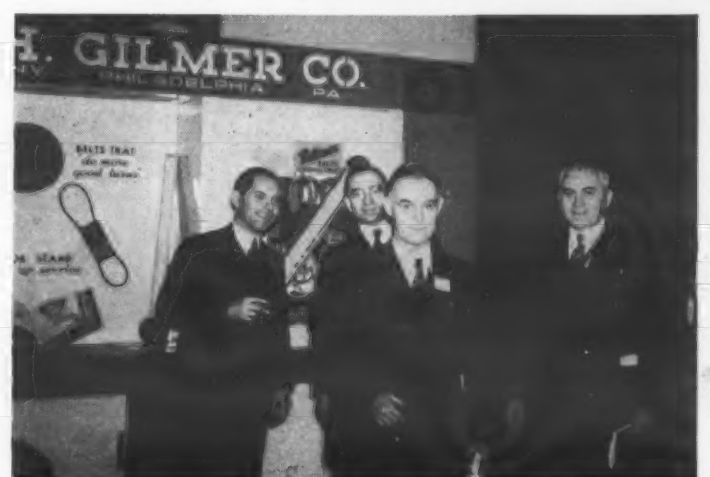


(1) At Universal Cooler A. J. Mattees (in the rear) is talking to R. L. Vincent (can't be seen), Vincent Brass & Copper Co., Minneapolis. In



(2) Second from left, Caesar Marlo. Facing the camera are Vernon Daugherty, Brentwood, Mo.; Louis W. Krueger, Authorized Refrigeration Parts, St. Louis; and Ralph S. Ham-

ilton, C. S. Hamilton Furniture Co., Salem, Ore.; and Lou Pellegrini, Marlo. (3) In the L. H. Gilmer Co. booth are M. R. Oberholzer and A. B. McFar-



land of Gilmer, and Geo. W. Booth, Richmond, Va. jobber, and M. Greenburg of the Art Valve Co., Chicago.

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Artic The Preferred METHYL CHLORIDE for Service Work

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E. I. DU PONT DE NEMOURS & CO. (INC.)

The R. & H. Chemicals Dept.

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District Sales Offices: Baltimore, Boston, Charlotte, Chicago, Cleveland, Kansas City, Newark, New York, Philadelphia, Pittsburgh, San Francisco

FASTER FOR 40

Every house needs
Westinghouse



Westinghouse

"The Line of Least Resistance"

TRUE
exact
how h

HUM
85% in
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FROZ
can be
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! NEW!

1940 PACEMAKER with Exclusive

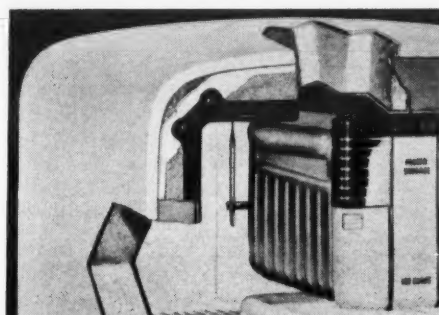
TRU-ZONE COLD

the SUREST, STEADIEST food protection
temperature control in any home refrigerator

... plus striking new beauty in interior design ... adds up to a new sales-winning combination for 1940



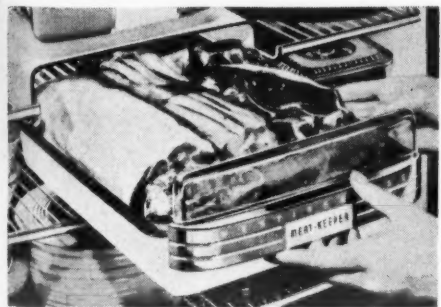
TRUE-TEMP CONTROL lets user dial exact temperature—holds it true no matter how hot the kitchen gets.



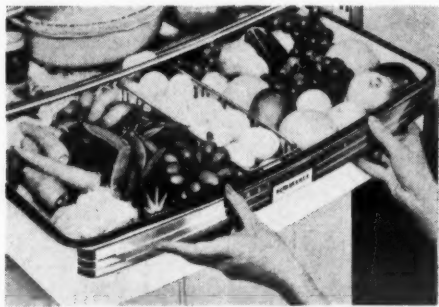
FIBERGLAS INSULATION is 10% more efficient than previous insulations—holds its efficiency for life.



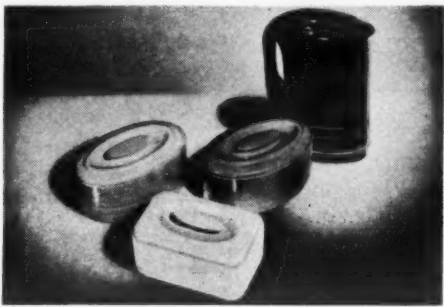
MICARTA DOOR LINER is 6 times more resistant than steel to heat penetration—combines lightness with rigid construction.



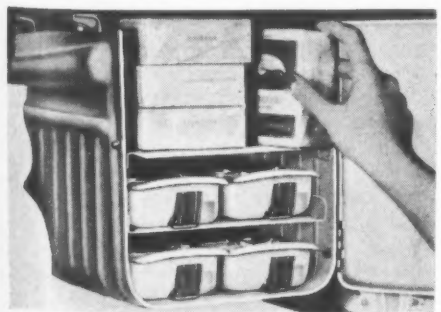
HUMIDITY FOR MEATS averages 85% in the big new sliding MEAT-KEEPER with crystal clear window-front.



HUMIDITY FOR FRESH FRUITS AND VEGETABLES averages 90 to 95% in the big glass-top Humidrawer.



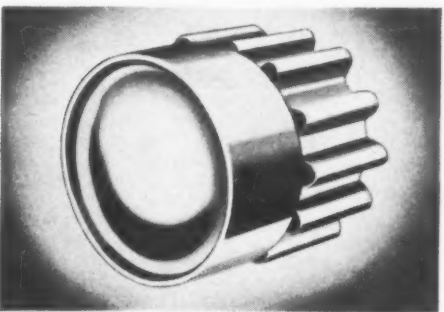
LEFTOVER DISHES of Peasantware in new 1940 colors and design are Hall Oven China. Set includes 2 leftover dishes, 1 butter dish, 1 water server.



FROZEN FOODS in liberal quantities can be safely stored in the double-height top compartment of the Super Freezer.



MILK AND VEGETABLES are protected by extra cold but not freezing temperature in the milk compartment beside the Super Freezer.



LOW COST OPERATION is big sales advantage with the famous Economizer Sealed-in Mechanism, improved for 1940.



Refrigerators

FASTER FOR '40..



WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY

MANSFIELD, OHIO

Department Stores Ask Aid of Nema In Solving Trade-In Problem

Want Manufacturers To Regulate Allowances, Handle Rebuilding

(Continued from Page 1, Column 3)

major threat against the major appliance departments, particularly the competition from the so-called discount houses.

Following the adoption of the last named resolution a similar one was adopted by the general membership of the association, titled "Diversion of Trade," reading as follows: "We warmly commend the management of many large industrial and transportation corporations who, upon realizing the essential unsoundness of encouraging employees to purchase their requirements through alleged wholesale outlets, have abolished that practice. Sales which must be made to suit the desires and conveniences of individuals inevitably involve the functions of retailing, regardless of who may perform them. Since such services are necessarily involved, it is in the interest of the economic order and the general public welfare that such sales to individuals should be channeled through the regular course of trade. We call attention to the injustice and the economic unsoundness of manufacturers and wholesalers selling direct to the public unless they maintain their own recognized retail outlets."

Trade-ins, the initial topic taken up, was introduced by Ralph Chipurnoi of Gimbel Brothers, who said that "reports show that last year 20% of the refrigerators moved were sold with a trade-in allowance. We

learned further, much to our great concern, that manufacturers forecast a 45% trade-in picture for 1940."

The speaker described the difficulties of department stores in handling trade-ins, and proposed that Nema set up a new trade-in schedule, applicable to each district area, listing standard trade-in prices by year and models of all manufacturers. Today's methods place the one-price store, Mr. Chipurnoi said, in a tough spot, and leave such stores widely open to be undersold by price-cutting dealers.

"They have taken advantage of this attempt at standardized trade-in practices by offering a larger trade-in value which is equivalent to a serious price cut," he said, "even in areas where fair trade practice laws are in effect they use this trade-in practice to undersell legitimate one-price stores. Furthermore, in many cases the second-hand dealer, once he contacts our customer, often either makes a deal for himself or turns it over to another cut-price dealer friend of his."

Details of the proposal of the speaker, later placed in the above-referred-to resolution, follow:

(1) That the Nema group of manufacturers set up a new trade-in schedule applicable to each distributing area, listing standard trade-in prices by year and model of all manufacturers. (2) That the Nema manufacturers publish along with this schedule list prices of all current models. (3) That both of these schedules be changed as conditions warrant. (4) These schedules should be registered as price maintenance laws for trade-ins and new boxes to be adhered to by all retailers and dealers. (5) These trade-ins should be picked up by distributors directly at time of delivery of new boxes all in one transaction.

"What can a distributor do with these old boxes?" Mr. Chipurnoi asked in conclusion. "Naturally there will be a preponderance of two or three brands in most instances. The idea is to have manufacturers interchange and rebuild their own boxes. Having parts, they can do a much better job than an outsider. Ordinarily we think most of these boxes will be junked after they get into a manufacturer's hands."

A. M. Sweeney, sales manager of the refrigeration division of the General Electric Co., followed Mr. Chipurnoi, and declared that manufacturers never favored or suggested that trade-ins become a part of the business. He doesn't know how the practice ever started, but believes that it was originated by some smart retailer who thought he could get an advantage.

Mr. Sweeney pointed out that a

factor of considerable importance in the situation was the replacement of some 2,600,000 refrigerators bought from 1927 to 1930. He estimated that the replacements would not run more than 25% of the total sales this year, and added that the trade-in allowance should not exceed 5%.

Who's To Blame For 'Discount Selling'

Bernard B. Zients, of the Associated Merchandising Corp., New York, whose topic was "The Growing Evil of Wholesale-Retail Selling," attacked sales by discount houses.

"We have the admission of the national brand manufacturers," stated Mr. Zients, "who state that they would lose from 50 to 75% of their business in some markets should this type of distribution be eliminated. Of course, this reduction in volume would only maintain for a few months before the efforts of legitimate retailers would replace the sales now made by discount houses. In the main, then, we may draw the conclusion that not only is the discount business tremendous but it is growing by leaps and bounds. And it is a great business, too, for even our national manufacturers who are in it."

"You know, of course, that they sell apartment house owners at lower prices than they sell to us. We are holding the umbrella for two uneconomic distribution systems, the discount house and the apartment house sales. The electric refrigerator manufacturers claim that low cost sales to apartment houses are necessary because of gas refrigerator competition and because of the advertising value of these sales. That is quite a different story than we retailers get when we point out this competition. For our purposes, the claim is that the electric refrigerator is superior, and so on. It is our advertising which sells these goods."

Knowing It's Unhealthy Doesn't Stop Practice

"All parties concerned with these evils admit, and this includes even the large industrial offender, that these practices contribute to an unhealthy economic condition lowering our national income."

"Now let us examine who is affected by these operations: Virtually everyone in retail business. That means even the cut-price dealer since he can be undersold because the upstairs wholesaler performs fewer distributing functions and accordingly has lower expenses."

"The so-called industrial wholesaler is pretty much of an order taker on nationally branded goods. He has virtually no selling job to do at all. We do that for him. His rent is generally much lower. It is apportioned over a greater assortment of items, too. We provide high

cost displays for him. His is a cash business. He frequently does not provide for service. He generally does not offer delivery. He carries a very limited stock. We do that for him. The department store suffers in many departments."

"Although we may have an interest in suggesting a remedy for the entire retailing structure, our principal problems at the moment are our own business, the major appliances section. We are convinced by our studies that the field of electrical household appliances is more abused than any other. Since this is a frightful problem for all of us retailers we must now stop pussy-footing and clean up the situation. The method of operation used by the upstairs wholesaler is very simple. About 90% of these discount houses' goods come directly from the manufacturer or the manufacturer's local distributor."

"Where certain manufacturers maintain a holier-than-thou attitude and insist that they do not sell discount houses, this may be true, but they know well enough that these upstairs wholesalers, for a premium of, say, 2%, can buy this merchandise from an association with a small retailer. In cases where merchandise is extremely difficult to obtain, with their associations in other distributing territories, they can get any merchandise they would like to sell. Obviously this problem is national in scope."

"Smarter operators have added lines on which list prices are difficult to establish, such as lamps, rugs, and furniture. We find that their biggest discounts, 50% or more, are offered on just such items."

"In a great majority of the discount houses they do not let you buy anything unless you are registered with them or have been recommended by a friend. The real objective of this is the fact that they can call a registered person a member of a cooperative and thereby get around the legal technicalities of fair trade acts."

Past Efforts Didn't Have Distributors' Cooperation

"Now, let us examine what has been done in the past. In the beginning we did nothing. Then, those retailers who became excited about this evil began to talk to the distributors' men. By this time we all are cognizant of the fact that these men can make all sorts of promises and that they can do nothing because their employers, the distributors, generally have more men selling to the discount houses than they have selling to you, their alleged established trade channel."

"Then, we began to fight with the distributors themselves and they too made all sorts of glorious promises, but these were meaningless since their primary objective was to get more and more goods sold regardless of the effect. Then the New Deal ushered in the fair trade acts and we hoped that at last we had a solution."

"Distributors contributed money for the protection of dealers, meetings were held and speeches were made, but all of this was a camouflage, for the discount houses grew bigger and stronger by virtue of the cooperation of these same distributors. The State of Wisconsin passed a law making it illegal for employers to purchase commodities for their employees other than those of their own manufacture and provided severe penalties for violations. Finally, large retail groups began to work with the big offenders, the large employers, the insurance companies, the railroads, the large manufacturing plants, and in most cases

they were unsuccessful.

"I propose to offer a solution to this evil and it may be a costly one for a very short period of time. The only person who can ever clean up this picture is the head of the factory from which we buy our goods. We have a right as retailers to the protection of our factories and our distributors that their goods will follow the regular retail channels."

"Specifically our plan is this: If I were the owner of a major department store in a large city and I were faced with the situation I would throw every national brand off my floors. I would go out of the appliance business because after all it loses money for me anyway. Then within three months I am certain that the national brands would return with a proposition that would be far more interesting than what we now have and our business would become profitable. I would simply be giving up three months of unprofitable business to make this operation more profitable in the future."

Changing Distribution Won't Solve 'Discount' Problem

"A large manufacturer of appliances has recently changed his distribution policy and claims as one of the benefits the end of price-cutting. No one will be more surprised than I, if simply a change in the distribution process will bring about an end of this evil."

"The national brands as they are at present set up can afford to give us not 23, 26, 30, or 33% discounts on refrigerators, delivered, installed, and serviced, but can afford to give us 40 and 50 and 60% for what we give them in return. After all, we department stores cannot account for only about 10% of their volume, anyway. What is it that we give them?"

"We not only help to create the demand for their products but we help fulfill the desires of the customers after the demand has been created by national and local advertising. We give them the prestige of the department store. We have been in business many years. We give accepted advertising. We lend our dignified name to a product in a city where our name is far more important than the manufacturer's ever will be. We give full line displays which the small dealer cannot afford to do. We give an intelligent honest representation."

"If we threw out the national brands their business would suffer. There would be no more list price advertising on our part for the boot-blacks, small dealers, garages, etc., to paste in their windows and showrooms so that they could call attention to the fact that they can offer real dollar savings. The nationals will come running back for an opportunity to display on our floors again."

"There is enough money in the appliance business for the distributors and the manufacturers so that every model could have a registered serial number and so that every sale could be properly checked for full list price. The manufacturer is the only one who can control this problem for us—and let us not make any mistake about that."

"We are placing the full onus of blame on the manufacturers and their distributors. We know, too, that despite this great evil, these national manufacturers are guided by the best brains and the best judgment in any industry. We have a multitude of friends among the national manufacturers whose opinions we judge with the profoundest respect. We feel certain that if they are properly approached by us we can work with them and they will

(Concluded on Page 15, Column 1)



BLOWER WHEELS

"HAVE CLAMAGE MAKE THEM!"

Every year we ship to builders of air conditioning units thousands upon thousands of Clamage Blower Wheels and Assemblies.

This smaller equipment is designed with the same skill characteristic of the larger Clamage apparatus—just as carefully fabricated and tested.

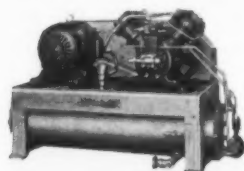
And we have sizes to meet ALL REQUIREMENTS—with slow speed operation insuring SILENT PERFORMANCE.

May we have your next inquiry?

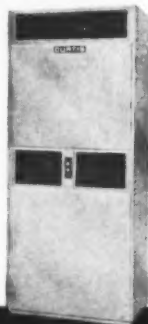
CLAMAGE FAN COMPANY
KALAMAZOO, MICHIGAN
Sales Offices in All Principal Cities

CURTIS Water Jacketed Cylinders Increase Efficiency of Larger Capacity Units

The Curtis Line includes condensing units from 1/6 to 30 H. P., both air and water cooled, but all Curtis compressors above 5 H. P. are water cooled for increased efficiency and lowered operating costs. The prime purpose of the unit is to effect the transfer of heat, and water cooled compressors makes possible a more rapid transfer. Cooler cylinders assure better lubrication; cooler gas allows more gas to be compressed with each piston stroke. Particularly in large capacity installations, water cooling carries away heat rapidly and economically.



15 H. P. Shell and Tube Type Condensing Unit. The Curtis Store and Office Cooler—3 and 5-ton sizes.

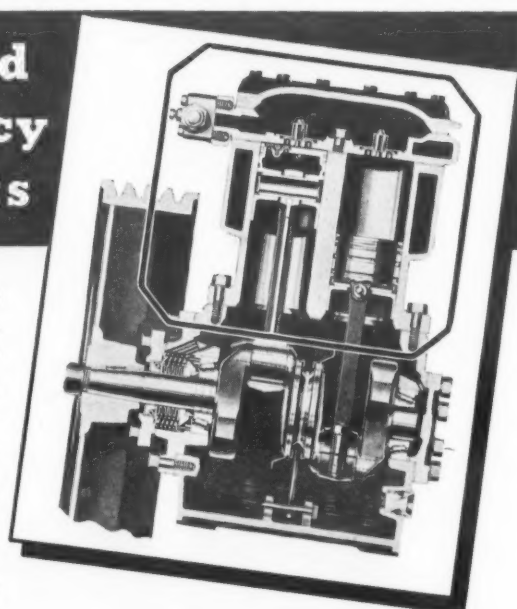


This is only one of many engineering refinements offered by Curtis which contribute much to the high efficiency and dependable, trouble-free performance of Curtis condensing units.

It will pay you to find out more about Curtis. Write today.

CURTIS REFRIGERATING MACHINE COMPANY
Division of Curtis Manufacturing Company
1912 Kienlen Ave. St. Louis, Mo.

Builders of Condensing Units since 1922



The Modern Dehydrant

DRI-X the NEW drying agent with ALL the desirable characteristics, makes possible for the first time the use of ONE Dehydrant for all purposes. DRI-X is insoluble, non-disintegrating and non-abrasive. DRI-X has high-drying efficiency and valuable neutralizing properties. DRI-X may be used for temporary or permanent drying. Packed in 1 lb. "factory-sealed," screw-top cans. Try DRI-X on your next job... you'll like it!

"Your SUPERIOR JOBBER has it!"

SUPERIOR VALVE & FITTINGS COMPANY
500 THIRTY-SEVENTH STREET • PITTSBURGH, PENNA.
Export Department: 100 Varick Street, New York, N. Y.

Trade-In Problem No Immediate Menace, Sweeney Says

(Concluded from Page 14, Column 5) bring us to a proper solution of the problem. We have had words long enough; let us now have some action."

With reference to the trade-in problem, Mr. Sweeney said that "I think we are looking into the future rather than at the present, so far as great volume is concerned, and it's well that we do this because we may be able to take action now which will help us when the trade-in problem gets real serious as it will perhaps in the not too distant future. We know this problem is going to get worse and we cannot dismiss it or fail to recognize that it exists."

"We, as a manufacturer, had absolutely nothing to do with establishing the conditions which brought about the trade-in problem. We have never favored or sponsored, or suggested that trade-ins become a part of this business even as regards the ice-box trade-in practice."

"We have no real formula to offer as a solution of the trade-in problem. Personally, at present I think the problem must be attacked locally by groups of retailers establishing fair trade practices, and in making this statement I realize how difficult it is to set up such a plan."

"An interesting plan was developed in Philadelphia. We do not know how successful it will be, but it has been in effect about one year and involves, as you probably know, first, the use of a Blue Book of values of all makes of refrigerators as a basis for the trade-in allowance. The Blue Book covers 1,392 different models of 37 manufacturers. A central reconditioning shop provides means of disposing of old boxes. The dealers can have the box reconditioned at a flat price of \$20, or if the dealer prefers, he can release the box to the reconditioning company at one-half the Blue Book trade-in figure."

"It is true that the Blue Book trade-in values are low, so I assume that 'smart retailers' are already 'out-smarting' their competitors by offering at least double the Blue Book value, but even at such figures, the allowance would still be within 10% of the value of the new boxes, unless these same 'smart' retailers are doubling the allowances on trade-ins when a \$129.75 special is sold. A similar plan is in effect in Hartford, Conn., and we understand it is working well."

"It would seem to me that if department stores did not wish to handle trade-ins themselves they could find some local concern with

whom they could work to set up a similar arrangement. As present-day refrigerators reach the trade-in stage, it should be reasonably profitable to set up a reconditioning business on refrigerators in every metropolitan city in the country and, in my opinion, under good management such concerns should be able to do a fine volume and make some money."

"Now, we might go into other methods of handling trade-ins, of which I know there are many. You each probably have your own methods, and many will be different. It all comes back to 'What allowance can you afford to make' and frankly, I believe a figure like 10% of the new box price is too large. It should not be more than 5% on the average, and there should be a definite appraisal method established to handle each and every trade-in. I rather think the present automobile basis is a good one, and I recognize that so-called smart auto dealers also depart from the good practice set up for their business."

Manufacturers Have No 'Kitty' To Use on Trade-Ins

"We, as a manufacturer, do not have a pot of gold into which we can dip to get the money to set up an allowance for trade-ins. You have been driving us for lower prices and longer discounts; we have been driving our factories for lower costs in spite of increased taxes, labor costs, and material prices."

"The only place we can get the money for trade-in allowances is from those who come into your stores to buy a new refrigerator for the first time. I ask you in all fairness, is it sound business to collect the money we hand back to people who could afford to buy a high priced refrigerator 10 years ago, so they can obtain a second refrigerator at a lower price, from those people who by and large have less money and who are now coming into the market for their first electric refrigerator? This just does not seem to make sense to me. And yet, this, as you know, is the only place from which the trade-in allowance money could be obtained."

"As to profit, I can't bring myself to believe that smart merchandisers like this group have not made money in the refrigerator business if they have handled a good product and been sound in the operation of their department. And yet, the Controllers' Congress figures in your business say the average store has lost money on refrigeration."

After discussing figures of the Controllers' Congress, Mr. Sweeney concluded his remarks with the statement:

"How difficult is it to sell a refrigerator? We think a large majority of the public is already pre-sold. A

recent survey showed that 92% of present owners who were thinking of buying a new one, had a certain brand in mind and that 91% of new prospects had definite ideas of the makes they would consider."

"Your stores are merchandising institutions with marvelous floor traffic and display facilities. You have thousands of customers on your books. You have an opportunity to continuously obtain a large percentage of the refrigeration business. We want to help you get this share by firming our market as regards price maintenance. We believe 1940 will be a grand year for the refrigeration business if a reasonable effort is made to sell a complete refrigeration to the public. High quality boxes with porcelain finish and every effective and useful accessory is an opportunity for a better profit in 1940."

Following Mr. Sweeney's address, which preceded that of Mr. Zients, the latter queried him with reference to trade-in values, stating he believed they should be controlled by the manufacturers and their distributors. Mr. Sweeney, in answering, said he wished time to consider the suggestion.

Mr. Zients also said that the Controllers' Congress figures showing 16% sales returns on refrigerators, do not mean that as the number of boxes customers can't pay for. In the latter category, he said, the figure ranges about 2%.

The trouble, he continued, is that people stop in at a discount dealer after making a purchase off the department store floor, and, getting a big discount, cancel the original order.

Close Margins May Curb Tendency To 'Play Around'

Mr. DuBoff, in referring to Mr. Chipurnoi's plan, suggested that there be no large margins to "play around" on discounts. The Blue Book figures show the actual money the manufacturers could salvage on old boxes, he said, and further, the plan does not call for any reaching into manufacturers' pockets.

According to a newly suggested plan, he continued, the manufacturers will pick up the old boxes when a new one is delivered, and can find out at that time if extra discounts are given by the selling retailer.

Sam Stein, of Goertz, Jamaica, N. Y., in discussing a statement by Mr. Sweeney in which the latter urged retailers to sell up, and also to the lower income brackets on lower priced models, said that as selling gets more competitive it is hard to keep the trade-in allowance down.

Mr. Sweeney answered this by saying that it is advisable to use the low price to bring in the customers,

and then convert them to the idea of a higher-priced refrigerator.

Mr. Chipurnoi referred to the good job that the Hoover company is doing on trade-ins. It is a cost department with the company, he affirmed, making no money, but losing none. The same job, he feels, can be done with refrigerators.

Used Refrigerators Aren't In The 'Automobile' Class

George Wasser, of the Namm Store, Brooklyn, N. Y., said that on trade-ins the retailers need the help of the manufacturers and the distributors. He cautioned the industry not to compare auto trade-ins with refrigerator trade-ins. Most of the latter have been used many years, need frequent servicing now, and as the customer feels the box has done its job there is no reason to pass the junk along to someone else.

Most boxes traded in, Mr. Wasser asserted, should be junked. He also stated that refrigerator selling calls for a high type of sales personnel, and that "if they see business going to the cut-price dealers, we will lose them."

Harold Blaidell, of Frederick Loser & Co., Brooklyn, cited that trade-ins are a definite problem and called for immediate action before the evil becomes worse.

Mr. Stein presented the resolution calling for the setting up of fair trade practice trade-in values by the Nema membership, which was immediately adopted.

Some objection was voiced by George Stevens, of the Allied Department Stores, who felt that some stores in certain locations are in a better position than others to cope with the problem, but Mr. DuBoff replied that he didn't think a proposal involving exceptions could be worked out.

Daniel B. Lunt, of the Jordan-Marsh Co., Boston, following Mr. Zients' talk, gave it as his opinion "that there is no such thing as a legitimate small dealer." A motion then was made in the form of a resolution to ask the NRDGA to take vigorous action on price cutters to bring about relief to the major appliance departments. A committee was named by Mr. DuBoff, comprising Elliot Walters, of R. H. Macy & Co., Mr. Wasser and Mr. Zients.

In the question box round table

Stanley Reinherz, of Abraham & Straus, Brooklyn, said he believed the proper procedure today on major appliances is to carry fewer lines and indulge in more concentrated selling activities, feeling that the fair trade price end will be more quickly achieved in that manner.

Mr. Blaidell declared that in the metropolitan New York section the trend is to fewer lines being shown. Merchandising and other store executives, he said, appreciate that selling refrigerators is a specialized task, and allow the department heads ample leeway in the adoption of policies. "We can't go to extremes," he concluded.

Dan Packard of Frigidaire, in referring to Mr. Zients' address, said his company is taking very serious interest in the problem presented, adding that he believed that mostly a New York viewpoint was voiced.

Mr. Sweeney, following, asserted he realizes the challenge is "one we should accept. I've never gathered our distributors without saying that if they told the retailers the factory is to blame they are telling untruths. We only want volume from legitimate channels and do not want a dollar of volume through discount houses. We'll follow through on direct complaints, and we invite them."

Need of Retailer Unity On Problems Is Stressed

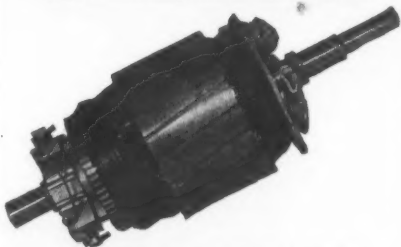
Mr. DuBoff then said that retailers should be more closely knit together and "invite manufacturers to listen to our problems." It was voted that the refrigeration department executives form a group within the NRDGA, to hold frequent meetings, and Mr. DuBoff was named chairman, to work out plans with a committee to be chosen later.

Before the gathering dispersed Mr. Wasser said that, assuming the trade-in and price maintenance problems can be solved, the problem of manufacturers entering into agreements with public utility companies on credit deals still is a paramount one. He suggested that the manufacturers, before concluding their negotiations with the utilities, discuss the proposals with the department store executives and other dealers.

This suggestion will be discussed at length at the first meeting of the appliance department committee.

These Features of WAGNER MOTORS will give added sales appeal to your equipment

Dynamically-Balanced Rotor



Well-Insulated Stator Coil



Electrically-Welded Steel Base



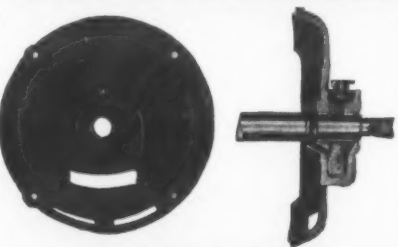
1 Dynamically-balanced rotors insure freedom from vibration. Rotor slots skewed to insure minimum of magnetic noise. Shaft is designed to carry mechanical overloads.

2 Stators are built for strength and rigidity. Coils are well insulated and securely wedged in place. Frame is of rolled steel—strong, rigid, will not get out of alignment.

3 Concentrically-machined endplates and diamond-bored bearings—insure true alignment of bearings, perfect centering of shaft, and uniform airgap. Oil wells hold large quantity of oil-soaked wool yarn, supplying filtered oil to all bearing surfaces.

4 Wagner fractional-horsepower motors can be equipped with either rigid-mounted base, resilient-mounted base, or flanged or machined endplate mounting.

Concentrically-Machined Endplates



Diamond-Bored Bearings



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Please send me FREE bulletins 177 and 182.

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STRAINERS and FILTERS for every need!

● Mueller Brass Co. Strainers and Filters are manufactured throughout with non-ferrous metal, and have a polished natural metal finish. All tubular types are fabricated from brass or copper pipe with forged brass outlets soldered in place. Other types are made from brass forgings. All Filters and Strainers are designed to insure efficient passage to the maximum refrigerant volume that is generally used in any particular size refrigerant line. The range is exceptionally complete—one for every specific purpose. Write for literature on A-13661 Line Filter—inexpensive and with a maximum efficiency. Order through your jobber



MUELLER BRASS CO.
PORT HURON, MICH.

MAIL COUPON TODAY →

Exhibits Reveal Wide Range of Developments In Newly-Styled Products



(1) Facing the camera is Lee Lane of Duro, while W. L. Henderson and A. B. Lifsey of Lifsey Distributing Co.,



Flint, Mich., check up on some of the new items. (2) Mills was host to good-sized crowds throughout the



show. Here Floyd Duvall talks with H. W. Shon and Dan Brown of Brown Engineering Corp., Chicago.

(3) Brass and bronze men get together. T. R. McNamee and A. L. Goldsmith, Bohn Aluminum & Brass;

Karl Agricola, Saginaw Bearing Co.; and Herman Pleasant, Grand Rapids Brass Co.



Alice Gebhart, Peerless of America's beautiful blond secretary, and the weather-conditioned Packard, a special exhibit at the show.



Dapper "Spike" Thorndike wields a lusty broom to assure a bright, clean Detroit Lubricator booth for the visitors.



"Sandy" Pratt of California Refrigerator Co. looks on placidly as Chief Tecumseh is about to Tomahawk Mr. Pratt's chief engineer, Jess Rauch, in the Tecumseh Products Corp. booth, where the Chief set up camp.



Lovely Mrs. Robert LeBaron is escorted to the All-Industry Banquet by R. H. Israel and Mr. LeBaron, both of Virginia Smelting Co.



(1) F. C. Davis and H. W. Carlson of Dayton Rubber Mfg. Co. talk with L. M. Tesdell of Iowa Radio Corp.,



Des Moines jobber. (2) North, east, south, and west in the Fedders exhibit. From left around are Frank Haag

and Leo Freitas of Fedders; Clyde Westbrook of Westbrook Carburetor Electric Co., San Antonio; Franklin

G. Slagel, West Coast representative; Bill Keefe, Fedders sales head; Herb Hoover of Fedders; and J. F. Boyen-

ton, Noland Co., Norfolk, Va. (3) The du Pont booth was full most of the time during the period of the show.



(1) A. R. Houser of Scott Burr Stores Corp., Chicago, and Paul M. Deeley of Cornell Dubilier. (2) Fred L. Riggin, Jr. (facing camera) of



Mueller Brass Co. talks over the valves and fittings situation with Bert Nye of Railway & Engineering Supplies, Ltd., the Canadian firm.



(3) Caught in action is Gus Spankus of Perlick as he explains the new Perlick beer cooler to W. H. Schroeder of Federal Store Equipment Co.,

Milwaukee. (4) In the Chase Brass & Copper Co. booth are C. J. Duennes of the Inter-Ocean Co., Chicago; and T. M. Rianhard, C. A. Festge, and



C. E. Gibson, Jr., of Chase. They are rehearsing their sales stories just before the doors were flung open to the inrush of distributors and dealers.

Manufacturers Meet Buyers of Their Products Face-To-Face At the Show



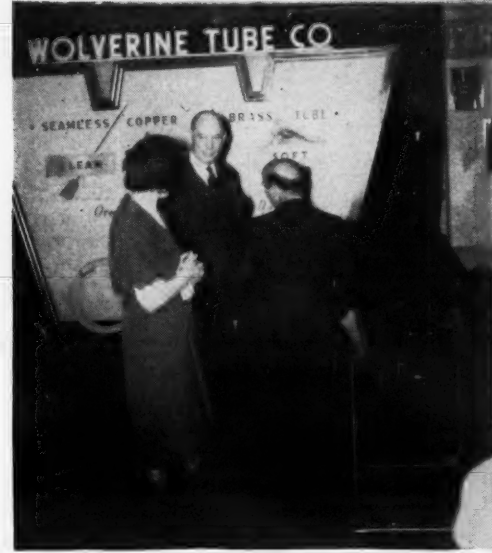
(1) G. D. Thoren of General Electric solicits aid of A. F. Evers of the Evers Hardware Co., Denton, Tex., in learning about a new combined



household refrigerator and water cooler. (2) W. W. Wilson of Master Refrigerated Locker Systems, Inc., tells a visitor all about the locker



plant business. (3) Chief Tecumseh (no foolin') received visitors in Tecumseh Mfg. Co.'s booth. In the background is Frank Smith, Tecumseh



president. (4) In the Wolverine Tube Co. booth are Mrs. and Mr. John Barbagallo of Barbagallo's Electric Service, Pittsburgh, getting the

"straight dope" from H. H. Chaplin of Wolverine Tube. Mrs. Barbagallo understands perfectly the details of such demonstrations, her hubby says.



(1) L. S. Dunn and William Mayr of McIntire Connector Co. get an earful of the refrigeration situation in Canada from J. Marshall Lock of J. H. Lock & Sons, Toronto. (2) Ed



Kellie, American Injector Co. sales manager, smiles as he works in showing new products to Charles A. Geist of Kansas City and E. L. Tramposh of Refrigeration Equipment



Co., Kansas City dealer, while H. B. Trix, head of the American Injector Co., stands by ready to lend a hand. (3) H. C. Morrison, sales manager for Curtis Refrigerating Machine Co.,

makes a personal demonstration for A. E. Stuckert of Louisville Refrigeration Co., an outstanding Kentucky dealer. Mr. Morrison was on active floor duty throughout the exhibition,

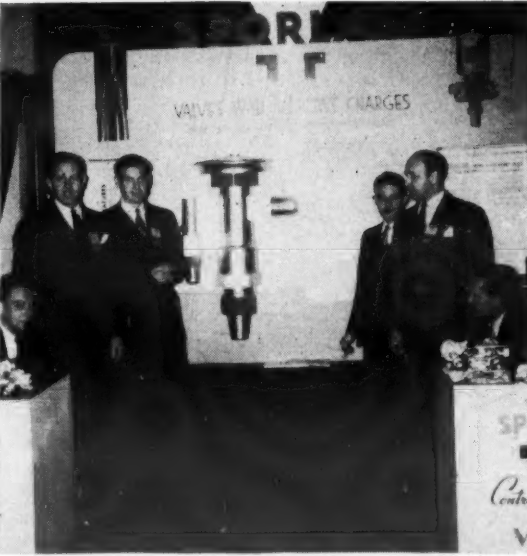
and closed many orders. (4) F. E. Williams and H. A. Hansen of Zenith Carburetor Division talk over trade matters with J. R. Sparkman of the Electro-motive Corp., Dallas parts jobber.



(1) Jim Strachan, Kerotest Mfg. Co. sales manager, Frank Eversden, also of Kerotest, and Van Clothier, Los Angeles manufacturers' representative, apparently find things go-



ing fine at the show. (2) Heavy business in the Kelvinator booth. Left to right are N. M. Gloudeman, Verifin Ice Cream Co., Milwaukee; G. R. Kingston, Kelvinator; and



E. B. Muzzarelli, E. B. Muzzarelli Co., Kansas City. (3) Spoehrer-Lange's well-manned booth finds Gerald Knowles of New York City (seated left), C. C. Grote, W. F. Wischmeyer,

Bill Carmody, and H. F. Spoehrer, all of Spoehrer-Lange, and Hal Clay of Dole (seated). (4) A double-barreled selling job in the Gale Products booth is performed in effective fashion by Sales Manager Lee Baker (left) and J. E. Armes (right) of Gale Products on J. F. Wickham, Wickham Supply Co., Lincoln, Neb. Wickham came a long way for this.



(1) M. M. Smith of Muncie Gear Co. with the new two-temperature case which the company has introduced.



(2) Clarence Gloekler of Gloekler Mfg. Co., Ed Terhune, Servel sales manager, and A. R. Kamm, Reading



Electric Co., Reading, Ohio, in the Servel booth. (3) Control men get together. J. E. Vaughan of General

Controls Co. with P. J. Mihelich and N. G. Feige of Cutler-Hammer. (4) Durabilt locker men H. C. Sagle



and C. F. Mohr get set to show their "Lockerators" to all who may be interested in this new application.

National Air Conditioning Association Goes Into High Gear



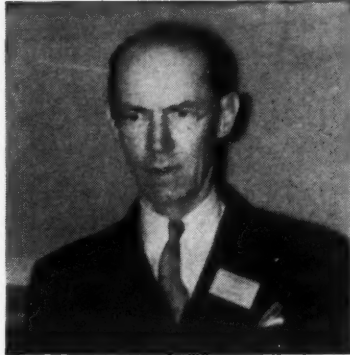
JOHN H. KELLER



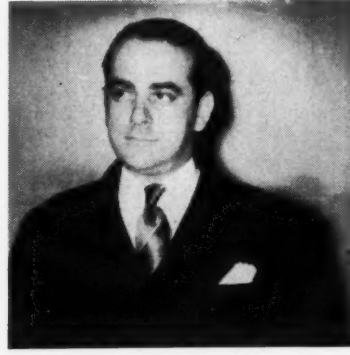
A. C. BUENSOD



JESSE W. PAGE



J. N. SPREKELMEYER



S. J. SHURE



A. L. MAILLARD

(Above) John H. Keller, retiring president and newly elected treasurer of N.A.C.A.; A. C. Buensod, director; Jesse W. Page, president; J. N. Sprekelmeyer, vice president; S. J. Shure, director; and A. L. Maillard, executive secretary. Other directors not pictured are: M. S. LeBair, Alfred Epstein, William Cooney, and Fred A. Hessick.

(Group picture) Buensod, Sprekelmeyer, Vance, Rood, and P. B. Zimmerman (who addressed the open meeting).



P. B. Zimmerman Inspires Air Conditioning Meeting With Talk on Cooperative Marketing Methods

(Continued from Page 1, Column 2) Board of Directors at \$25 for distributors, and \$15 for dealers.

"Associate members are those who are affiliated with the air-conditioning industry and shall have no vote." Cost of associate membership locally

is \$15 and cost of associate membership by an organization operating on a national scale was set at \$100.

Officers of the new association are President, Vice President, Treasurer, elected annually from the Board of Directors, by the directors of the association at the first board meeting following the annual meeting of the association.

"A paid Executive Secretary shall be appointed by the Board of Directors who is to hold office at their discretion and whose remuneration is to be determined by this Board of Directors and whose duties are to be outlined in the By-Laws.

"The Constitution may be amended by recommendations of the Board of Directors and approved by a majority of the membership of this Association.

Prior to the organization meeting here last week, Charter Membership applications were received by John H. Keller, chairman of the Temporary National Council.

Charter Membership applications were received from, M. S. LeBair, York Ice Machinery Co., Philadelphia; S. J. Shure, Natkin & Co., St. Louis; F. A. Hessick, Combustion Corp., Washington, D. C.; Henry Gould, Natkin & Co., Kansas City, Mo.; Jesse W. Page, Page-Williamson, Inc., Charlotte N. C.

H. D. Betz, Betz Air Conditioning Co., Kansas City, Mo.; W. K. Read,

Thomas Shipley, Inc., York, Pa.; A. M. Harris, Baker Ice Machine Co., Fort Worth, Tex.; H. T. Blocker, Blocker Air Conditioning Corp., Newark, N. J.; L. Leroy Greitzan, United Equipment & Supply Co., Washington, D. C.; J. N. Sprekelmeyer, General Engineering Corp., Fort Worth, Tex.

Perc H. Erisman, Jr., Washington Refrigeration Co., Washington, D. C.; George W. Turner, Wholesale Building Products Co., Inc., Omaha, Neb.; John H. Keller, Mechanical Heat & Cold, Inc., Detroit; Jay E. Tone, Tone Air Conditioning Co., Des Moines, Iowa; David D. Zink, B. D. R. Engineering Corp., Kansas City, Mo.; W. H. Crawford, Crawford, Inc., Jackson, Miss.

H. C. LeVine, Atmospheric Control Corp., Detroit; R. V. Sisk, Piedmont Engineering Corp., Charlotte, N. C.; C. H. Lewis, Boyd-Cooper Heating Co., Detroit; A. C. Buensod, Buensod-Stacey Air Conditioning, Inc., New York City; George M. Seabee, Western Engineering Co., Omaha, Neb.; I. W. Danforth, Danforth Co., Pittsburgh; Alfred Epstein, Independent Refrigeration Co., Los Angeles.

William Cooney, Cooney Refrigeration Co., Inc., Buffalo; Albert Waters, Carter-Waters Corp., Kansas City, Mo.; S. Y. Guthrie, Dallas Air Conditioning Co., Inc., Dallas, Tex.; William Johnson, Johnson Plumbing Co., Texarkana, Ark.; and Bud Slater, Slater Engineering Co., Memphis, Tenn.

At the initial meeting of charter members, held Tuesday morning, Jan. 16, John H. Keller, temporary chairman, led a discussion on "Why an association?"

Walter P. Davis, secretary of the Air Conditioning Council of Western New York, suggested that the National Association should be operated along promotional lines and that local councils should be established to promote the air-conditioning industry. Mr. Davis voiced the belief that everyone interested in the air-conditioning business should be admitted to membership and that local associations should be established on a broad base.

Mr. Davis also suggested that the

association print and distribute large quantities of promotional literature which should be made available to the utilities, distributors, and dealers throughout the country at a reasonable cost. According to Mr. Davis the National Association should disseminate information on a large scale.

In a discussion regarding the name of the new association, William B. Henderson, executive vice president of the Air Conditioning Manufacturer's Association at Washington, asked the group to adopt a name which was descriptive and objected to the name "The National Air Conditioning Association" on the ground that it was too broad.

A. C. Buensod, of Buensod-Stacey Co., New York City, replied that a broad name was needed and that the association should include everyone interested in the air-conditioning business, from firms selling 1/2-hp. window units up to those interested in large central station jobs. Mr. Buensod recommended that the association represent the air-conditioning industry as a business, and stated that he did not believe the name was too inclusive for this purpose.

Henry Gould of Natkin & Co., Kansas City, Mo., expressed the idea that the association should protect its membership against competition which did not supply any engineering, but would "bid-in" air-conditioning systems after all engineering had been done by franchised distributors in the field. These concerns, Mr. Gould said, operate without appreciable overhead and do not have to bear the engineering expense which is a part of the air-conditioning business.

William J. Olvany, president of the Heating, Piping & Air Conditioning Contractor's National Association of New York City, presented the case for the piping association and asked those present to combine with the heating and piping contractors as associate members. Mr. Olvany outlined what the heating and piping association has done with relation to labor, codes, and other trade problems.

Following Mr. Olvany's appeal, Alfred Epstein of Los Angeles made a motion requesting the immediate organization of the new association for the purpose of stabilizing the air-conditioning industry and referring details to a committee comprised of M. S. LeBair, Sam Shure, John H. Keller, and J. N. Sprekelmeyer. The motion was passed by the Charter Members present and organization work of the new association was turned over to this committee.

On Tuesday afternoon the convention was addressed by P. B. Zimmerman, vice president of Grace & Bement, Inc. of Detroit. Outlining his ideas regarding a national promotional program for the air-conditioning industry, Mr. Zimmerman asserted that "raising the standard of living of the American people is the greatest job in any marketing program."

Basing his assertions on the fact that air conditioning is now reaching the close of its first cycle, the development stage, Mr. Zimmerman pointed out that the industry is now ready for an extensive marketing program.

The speaker raised the sights of (Concluded on Page 19, Column 1)

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EXTRA DRY
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Beloit, Wis., U. S. A.

N.A.C.A. Asserts Right To Lead New Industry

(Concluded from Page 18, Column 5) his audience by reading a set of regulations for employees issued by Carson, Pirie, Scott & Co., 60 years ago. Comparison of these regulations with those in general practice today made it readily apparent that great changes could be expected in every kind of business in coming years.

Mr. Zimmerman voiced the belief that air conditioning is now entering its second cycle of development. Field engineering has been simplified, and more engineering is being applied at the factory. When air conditioning ceases to be a tailor-made luxury and becomes applicable to the needs of the general public, it will react to cooperative marketing methods, the speaker said.

The third cycle of activity of any growing industry is that of mass production and mass selling. According to Mr. Zimmerman, we can have mass production and mass selling only when the public is ready to accept the service that is offered. Cutting of equipment and installation prices will not broaden the market. The air-conditioning industry cannot move faster than the public will accept it as an essential service.

According to Mr. Zimmerman, the problem faced by every air-conditioning dealer, distributor, and contractor in the business today is not a matter of price but of the ultimate size of the business and whether or not it will be able to support those engaged in it. Any national program must have local accord, and firms engaged in merchandising air-conditioning equipment should understand this situation, Mr. Zimmerman said.

The thing needed most is to get more people to believe in the type of service that air conditioning has to offer and accept that service, the speaker stated. Citing the potential market for air-conditioning equipment, Mr. Zimmerman estimated that there are one million mercantile establishments in the country today—250,000 institutions of various kinds, 30,000 office buildings, and 25 million homes of which any reasonable percentage could be used in estimating a market.

Answering the question—"What is public acceptance?" Mr. Zimmerman asserted that it is a matter of positive or negative thinking on the part of the public. When the people of this country have more arguments against air conditioning than they have for air conditioning, the industry does not have public acceptance.

Because of the fact that the air-conditioning business has an intriguing name, many young men entered

the industry who did not belong in it and as they went out it did not help the business, the speaker said. This situation has created a great deal of "negative" thinking in the industry itself, but this condition should be corrected, Mr. Zimmerman believes.

On the positive side is the fact that no owner of an air-conditioning system has ever been known to give it up and people who complain the loudest about catching cold on an air-conditioned train are those that refuse to accept anything but air-conditioned accommodations the next time they travel. According to Mr. Zimmerman, the "negative" story is easier to remember than the positive story—which accounts for the present condition of the public mind with respect to air conditioning.

The first step in a market development program which would turn the tide to the "positive" side and create general public acceptance is the creation of one story—the best story about air conditioning—which would be generally acceptable to the trade and to the editors of the country.

Citing the necessity for one story, Mr. Zimmerman stated that it is difficult for the average customer to buy air conditioning at the present time. After a number of "curbstone educations" by well-meaning air-conditioning salesmen and engineers, the average prospect becomes confused and does not know what to buy. Anything that can be done by the National Air Conditioning Association to standardize offers made by competitors will prove to be a good thing, Mr. Zimmerman said.

Market development work in relation to air conditioning should be a matter of adding to the prospect's information. If the prospect believes that air conditioning is a service which he should employ, the sale is 75% made from the start, Mr. Zimmerman asserted. This education of the prospect can be accomplished by pooling the efforts of the dealers, contractors, manufacturers, and others interested in the air-conditioning business.

Few businesses have the advantage of being able to get together and bring in neutral forces to guide their development, Mr. Zimmerman said. With relation to air conditioning, these neutral forces consist of architects, engineers, and utilities, with the latter in the most important position.

Electrical programs of all types are supported by the public utilities, because they are interested in diversification of electric service. Because of this fact, the utilities will usually support local groups interested in the advancement of any electrical industry.

Mr. Zimmerman stated that when a utility takes part in a local council, bureau, or association it will walk out when the organization gets on dangerous ground. He advised distributors present to do likewise if this became the case in their locality. The way to keep off dangerous ground would be to concentrate on market development work, he asserted.

Basically, a local association can broaden the market for air-conditioning equipment, Mr. Zimmerman said. By getting together on market development programs, there is economy in the total cost of affecting the thinking of a community. The utilities will help, and when the industry says something it will be positive and the public will accept it.

Relating his early days in the electrical industry, Mr. Zimmerman cited a social-fraternal organization in the business known as the "Sons of Jove." The organization began when a group of salesmen met in Texas and discussed the problems of the electrical industry. Out of this first society came the Cleveland Electric League and similar organizations all over the country. Mr. Zimmerman stated that the new association could get help from local electric leagues, and pointed out that the electrical industry had always been developed on a basis of mutual cooperation.

The speaker stated that in his opinion "the American way" in any industry was determining what will best serve the public most economically and then following that course. This concept has resulted in standardization in all branches of the electrical industry, Mr. Zimmerman said, as opposed to the lack of standardization abroad. At one time, the speaker asserted, the city of London had 25 light companies serving the area, all using different types of sockets and current. This type of

competition has never been looked upon with favor in America.

The air-conditioning industry is in a position to capitalize on what has gone before, Mr. Zimmerman believes. Rate structures are favorable. The use of electricity by the average household will be 10 times as great in volume in a few years. Half of the customers of any electric company are now carried at a loss—the problem of the utility is one of taxes and overhead, rather than the cost of producing electricity.

Discounting the theories of Technocracy, Mr. Zimmerman asserted that we are not going backward—that American industry must create more wants and more "wanters."

"The problem of capital is to produce more things, and the business of market development is to create more appetites for more things," he said. "No single industry will accomplish this—but air conditioning has a chance to share in the inevitable progress of the country."

While air conditioning has been "intriguing in name and disappointing in results," Mr. Zimmerman feels that it has something to offer the American people. As the American standard of living rises higher and higher, the industry will be in line with something to sell.

"Campaigns and crusades are in line with the times," the speaker declared, "and everything will be favorable to a market development program in air conditioning. There is plenty of money in the banks and deposits have reached a disturbing total. What is needed now is buying interest."

"The American public likes service and the storekeeper watches the trend to see what service he can give to keep his customers and obtain new ones."

Mr. Zimmerman urged members of the National Air Conditioning Association to encourage manufacturers and utilities to help in the creation of a market for air-conditioning equipment. The utilities will support any sound program locally, and the manufacturers will support a program that is in demand, Mr. Zimmerman said.

Citing the early days of household refrigeration, Mr. Zimmerman told of the efforts of J. Robert Crouse, president of Nizer Corp. (now merged with Kelvinator), to start a cooperative movement in that industry. At the time each manufacturer was talking about refrigerants, stuffing boxes, belts, and flywheels.

In casting about for sales ammunition that would sell the electric refrigerator to the American housewife, the group finally abandoned all technical considerations and started to talk pride of possession and the protection of food. "Below 50° lies safety" became the slogan of the industry.

Once the salesman stopped selling mechanical equipment and started saving babies' lives, electric refrigeration became a better business—imbued with all the fervor of a great crusade. The industry began to work with the ice refrigeration people, when it was found that only 14% of the people in the country had electric refrigeration and 50% had no refrigeration at all. Mr. Zimmerman stated that the same type of thinking and cooperation was needed today in the air-conditioning industry.

Outlining the need for a National Air Conditioning Association, Mr. Zimmerman asked those present to answer two questions:

1. Is it good to know each other?
2. Are we in the same type of business?

If the answer to both questions is

"Yes," all other problems in connection with the new association could be worked out, Mr. Zimmerman said.

Substantiating his belief that the secret of progress in any industry is cooperation and that there is a need for collective efforts toward a market development program in air conditioning, Mr. Zimmerman quoted J. Robert Crouse:

"The man who uses hook and line, Catches but a single fish.

He who joins hands at a seine, Catches all that man could wish."

At a meeting of the board of directors held Wednesday, Jan. 17, A. L. Maillard of Kansas City was unanimously elected executive secretary of the national association. Mr. Maillard has been engaged in con-

sulting engineering work for a number of years and was recently in charge of air-conditioning promotion for the Kansas City Power & Light Co. In this capacity Mr. Maillard acted as secretary to the Air Conditioning Council of Kansas City.

Directors of the association passed a resolution thanking the members of the temporary National Council for the work that was done in the preliminary organization of the new association.

The constitution of the National Air Conditioning Association was accepted by the membership at a meeting Wednesday afternoon and following the formal organization of the association the meeting was adjourned.



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No. 368



No. 369

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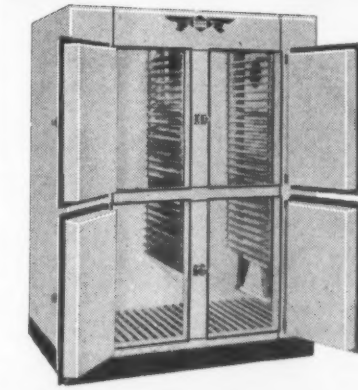
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Chummy Atmosphere Pervades Discussions In Booths At 1940 Exhibition



(1) W. R. Meyer and Charles Muller of Rotary Seal Co. get a good laugh out of a customer's story. (2) In the Jewett Refrigerator Co. booth



Frank Billeaux of S. W. Doty, Inc., Chicago, inspects the Jewett "Beer-ador." (3) H. Burlingame of the Temperature Control Co., Dolton, Ill.,



gets some dope on new G-E commercial refrigeration equipment from Bill Cox. (4) "Now the new control works like this," Ivan Corcoran (far

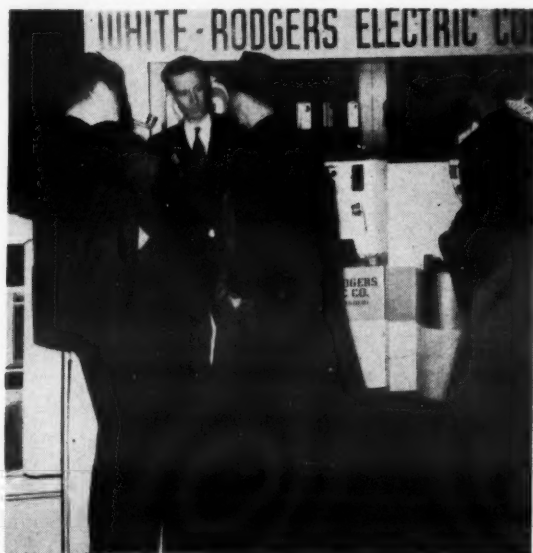


left), manager of the Square D Co.'s refrigeration control division, is telling F. C. Manthei of Mid State Engineering Co. At far right (with

papers in hand) is Art Wolff of the Art Wolff Co., Elgin, Ill. Mr. Wolff, like everybody else, found the exhibits crowded with buyers at all hours.



(1) Mr. and Mrs. A. W. Gruber of the Gruber Electric Co., Ironton, Ohio, learn about gaskets from E. J. Zoll



of the Chicago-Wilcox Co. (2) M. J. Glynn and J. A. Rodgers swap information with A. K. Wolfe of Allen-



Bradley Co., Milwaukee. (3) E. A. Vallee of Automatic Products Co. proudly holds the company's latest

"baby," the new "Trap-It" filter unit. (4) Intent on the new products in the Bush Mfg. Co. booth are C. A.



McArthur of Bush; E. A. Johnson, Lovell Mfg. Co.; B. G. Hathaway, Bush; and Paul Kunkle of Norge.



(1) In the Pelco booth J. T. Townsend of Beverage Vending Machine Co., Kansas City, drops a nickel in



the slot and gets a Coca-Cola as Mrs. Willis Stafford of Aurora, Ill., and Mrs. G. Larson of Madison, Wis.,

watch. (2) Having a comfortable chat in the Wagner Electric Corp. exhibit are C. H. Anderson, Toronto; G. L.

Hickey, Servel, Inc.; and Paul J. Forsyth, Wagner. (3) Down to business in Superior Valve & Fittings



Co.'s booth. Second from left is Ken Newcum, Superior sales manager, and author of Master Service Manuals.



(1) Wives of the guests at the exhibition evidenced an avid interest in the exhibits. Here are Mr. and Mrs. Carl Shinneman of the Shinn



Service Co., Clinton, Ill. (2) W. M. Price of the Dohlen Electric Co., Mt. Morris, Ill., learns about Ideal beer coolers from Louis Weiss, presi-

dent of the company. (3) And here is another wife who went out to learn more about the air conditioning and refrigeration business. Mrs. James S.



Locke of Chicago in the Minneapolis-Honeywell booth is being introduced to the technicalities of controls by E. J. Snetsinger. (4) Harry Alter,



head of the Harry Alter Co., shows off the Humidome conditioner to John W. Young and T. J. Junker of Hayes Mfg. Co., Grand Rapids, Mich.



(1) A customer in the Rempe booth gets the straight dope right from the feedbox from J. O. Schultz, sales manager, and W. L. Rempe.

(2) E. M. Ferrin (standing) and his brother, S. E. Ferrin (bending over in front of him) of Lansing, Mich., get some closeups of Alco Valve Co. products

as Roger Kipp and R. M. Dawson stand by to answer any questions. (3) R. E. Stewart of Labatt's Brewery, London, Ontario (seated) and

Claude Brunton, national R.S.E.S. president, browse around in the Temprite booth while in the back H. D. Graves of the company answers a

visitor's inquiries. (4) A crowd jams into the Ranco booth. This scene was typical of the every-day attendance and delving interest.



(1) Penn's booth. Seated at the right, Bob Luscombe talks to Hal Clay of Dole. (2) Virginia Smelting's booth was again graced by Margaret Blanchard and Marjorie Campbell.

(3) Russ Ayres, Stewart-Warner chief engineer, talks with J. C. Fries of Arco. (4) Marjorie Simmons of Simmons Merchandising Service shows off one of the new ultra-violet lamps.

(5) A. R. Kamm, Reading Electric Co., and H. B. Reinhardt, Carrier. (6) Imperial Brass Mfg. Co.'s booth finds W. W. Miller, Lima, Ohio; George Franck and M. Mansfield, Imperial;

and J. S. Northcote, Melrose Park, Ill. (7) W. McKinley Baird, Iceberg Refrigerated Locker Systems, and A. Sonabend and J. E. Fleischman of Kason. (8) In the exhibit of E. B.

Muzzarelli Co. are C. W. Hedmark, Electrolux Sales, George Quidd, Will Snyder of the Muzzarelli Co., and E. R. Roll, Continental Sales Corp., Fond du Lac, Wis. (9) Action at McCord.



(1) Checking on new Marsh instruments are O. W. Hage, Marsh; Kenneth Phillips, Furnas Ice Cream Co., Ft. Wayne, Ind.; Russell Jacobson, Marsh; and J. Gans, North Side Refrigeration Co., Chicago. (2) Lots

of "jamming" in the Peerless booth, but in the center Violet Blomquist can be seen giving last minute

instructions to Walter Honeychurch. The lively Mrs. Honeychurch was again one of the most popular partici-

pants in the week's festivities. (3) Sanders Butcher Supply Co.'s "Morning Dew" model draws a throng.



(1) Lockers for refrigerated locker plants in the All-Steel Equip Co. booth, and also A. L. Schoeberleian and B. G. Wiley of All-Steel; Kurt W.

Rose, West Coast representative for Superior Valve & Fittings Co.; and Jess Rauch, California Refrigerator Co., San Francisco. (2) American

Brass Co. exhibit draws some interested visitors. (3) "Double exposure" here, with both the W. A. Hammond Drierite and Modern Equipment Corp.

booths showing. W. A. Hammond is second from left. (4) George Reed, American Hard Rubber Co., and Clarence Gloekler, Gloekler Mfg. Co.

(5) Leo Mark, Marx Store Fixture Co., Chicago; Chet Battles, Midwest Co. sales manager; and Ed Aulter, Hopp Press, New York City.

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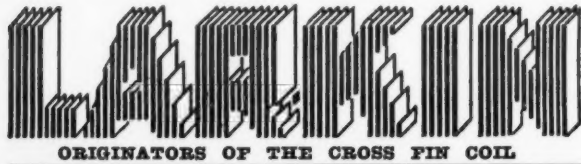
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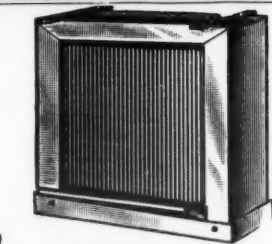
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Wheel handle and gauge need not be removed when outfit is placed in box.

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GENERAL REFRIGERATOR COMPANY

Engineers Discuss New Applications

(Concluded from Page 1, Column 1) who assume their duties following the annual meeting, are:

President—George E. Hulse, chief engineer, Safety Car Heating & Lighting Co., New Haven, Conn.

Vice presidents—Chester Lichtenberg, engineer, General Electric Co., Fort Wayne, Ind., and L. Logan Lewis, vice president, Carrier Corp., Syracuse, N. Y.

Treasurer—William R. Hainsworth, vice president, Servel, Inc., Evansville, Ind.

Directors—J. G. Bergdoll, York Ice Machinery Corp.; D. F. Fisher, Bureau of Plant Industry, U. S. Department of Agriculture; H. C. Guild, Vilter Mfg. Co.; S. R. Lewis, consulting engineer; and Nels Rosberg, California Consumers Corp.

Informal conferences on corrosion and on agricultural research held during the convention brought out many points of practical interest to persons interested in these phases of the industry. The conference on corrosion, of which W. R. Hainsworth was chairman, considered such topics as bacterial corrosion in air conditioning, copper plating, and corrosion in brine and refrigerant systems. Participating in the discussions were L. L. Lewis, B. E. Tiffany, H. M. Elsey, and others.

AGRICULTURAL RESEARCH

The conference on agricultural research, chaired by Chester Lichtenberg, heard summary reports on the status of research in connection with meat, poultry, fish, eggs, dairy products, fruits, and vegetables. Reporting authorities included D. F. Fisher, V. R. Gardner, H. J. Reed, L. H. James, H. C. Jackson, Sybil Woodruff, W. V. Hukill, John Bowen, and H. H. Plagge.

Annual dinner-dance on the night of Jan. 18 featured music by the Roland Rhythmic orchestra, supplemented by Miss Norma Ballard at the console of the Hammond organ.

Speaking on "Chicago as a Center of Technology" at the welcome luncheon on the convention's opening day, Dr. Henry T. Heald, president of Armour Institute, told A.S.R.E. members that, although the geographical frontier no longer exists, pioneering work continues to go on in technological fields.

SEES NEW PIONEERING

"Rapid and significant developments are in sight for the next few years," he declared. "The engineers' responsibility is now with the social significance of the civilization they have created."

"We do not have blighted areas because we do not know how to build houses, but because there is a lack of appreciation of what the engineers have developed. They must help society to use things wisely."

Engineers have been in the foreground of Chicago's growth in packing, steel, transportation, printing, and 200 other industries, Mr. Heald said. He recalled that the first steel building, the skyscraper, was developed in Chicago, as well as the first wireless telephone experiments, the teletype, addressograph, comptometer, the modern bascule bridge, and modern sewage disposal.

Plans for the effectiveness of technological education in Chicago have increased during the past year, he declared. He mentioned the Northwestern Institute of Technology, now building, and the Armour and Lewis institutes' combination, now in process of formation. He said that the Armour Research Foundation had served 400 industries in the last three years.

Service Society Will Provide Sales Aids

(Concluded from Page 1, Column 2) improved financial status for the society was reported by S. A. Leitner of Kansas City, national treasurer.

Report on the time and place of the next annual convention of the society will not be made until sometime later.

The publicity committee told of a plan for providing more literature for use by the members in selling their services and acquainting the public with their place in the business. Direct mail, blotters, calendars, and general advertising materials will be used, it was asserted.

Committee on resolutions recommended that steps be taken to make the society international in scope, and to continue the work on the unit labor survey, the work on drying agents, and the work of the publicity committee.

High point of the technical program was the joint session Wednesday afternoon with the American Society of Refrigerating Engineers, first time the national societies met jointly. At the close of the technical session, a "national tube bending contest" for service engineers was staged.

Gordon Lozier of Omaha won first place in this contest, held under the direction of officials of Imperial Brass Mfg. Co., and won a handsome traveling bag. Second place and a radio-phonograph combination went to E. J. Storm of St. Joseph, Mo.

R. J. Creamer of Columbus, Ohio, carried off third place honors, and was rewarded with an electric razor.

Burns, Plesskott and Buschkopf Officers

CHICAGO—Gordon A. Burns of Toronto, Ont., was elected president of Refrigeration Service Engineers Society for 1940 at the organization's sixth annual convention in the Stevens hotel last week.

E. A. Plesskott, St. Louis, was elected first vice president, and C. Buschkopf, Beaver Dam, Wis., was named second vice president. S. A. Leitner, Kansas City, was re-elected national treasurer, and H. T. McDermott was renamed national secretary. National educational and examining board again will be headed by George H. Clark, Detroit.

Elected to the national board of directors for the coming year were: Willis Stafford, Aurora, Ill.; E. V. Black, Uniontown, Pa.; J. L. Driskell, Burley, Idaho; M. G. Ogden, Atlanta; A. W. Gruber, Ironton, Ohio; J. C. Rogers, Los Angeles; and J. B. Shepherd, Winnipeg, Canada.

National sergeant-at-arms is S. B. Garland, Worcester, Mass.

By-laws of the association were altered to permit increasing the membership of the national board of directors from five to seven members. This was done both because increased membership in the association had increased directors' duties, and to give representation to all sections of the country having chapters in the national group.

UNIVERSAL COOLER
The Seal of Quality Since 1922
DETROIT

Food Storage Lockers Is Our Only Business
All our energy is devoted to the development and production of lockers. Write for particulars.
Master Refrigerated Locker Systems, Inc.
121 Main St. Sioux City, Iowa
125,000 Masterbuilt Lockers in Use

BUNDY TUBING
Copper-Brazed Steel. Copper Coated Inside and Out. Sizes: 1/8" to 3/4" O.D.
BUNDY TUBING CO., DETROIT

QuiKold BEVERAGE COOLERS
10 MODELS WRITE FOR CATALOG
S&S COOLERS LIMA, OHIO

GET PEAK PERFORMANCE with SPORLAN
Controlled Performance VALVES

Use CHICAGO SEALS for seal replacements
A complete line in all sizes
CHICAGO SEAL CO.
20 North Wacker Dr., Chicago

A COMPLETE LINE OF COMMERCIAL REFRIGERATORS AND DISPLAY EQUIPMENT
STAINLESS STEEL
GLOCKER MANUFACTURING CO.
WRITE FOR OUR NEW CATALOG

Sells Faster Because It Cools Faster!
IDEAL SPEED COOLER
Ideal Beer Cooler Co.
2953 Easton Ave., St. Louis, Mo.

CLASSIFIED ADVERTISING

RATES: Fifty words or less in 6-point light-face type only, one insertion, \$2.00, additional words, four cents each. Three consecutive insertions \$5.00, additional words ten cents each.

PAYMENT in advance is required for advertising in this column.

REPLIES to advertisements with Box No. should be addressed to Air Conditioning & Refrigeration News, 5229 Cass Ave., Detroit, Mich.

SALESMEN WANTED

COMMERCIAL REFRIGERATOR and display case salesman of proven ability. Able to close sales personally, and capable of organizing and managing sales force. Several desirable openings in various sections of the country. Must be able to furnish bond. Salary or drawing account to qualified applicants. Write Box 1196, Air Conditioning & Refrigeration News, listing experience and qualifications.

FRANCHISES AVAILABLE

BE IN BUSINESS for yourself and make all the profit by selling refrigerator display cases, reach-in refrigerators, walk-in coolers, compressors, to meat markets, grocers, taverns. Financing arrangements for handling time sales. Write EHRICH REFRIGERATOR MFG. CO., St. Joseph, Mo.

BUSINESS OPPORTUNITIES

REFRIGERATION SERVICING business for sale including tools, parts, supplies, refrigerators, car. 142-04 Holly Ave., Flushing, Long Island, New York.

EQUIPMENT WANTED

WE BUY UP manufacturers, jobbers, dealers surplus and discontinued refrigeration equipment. We are interested in compressors, meters, controls, etc. We buy anything in refrigeration. Send us your list of merchandise that you are closing out. R & R REFRIGERATION CO., 508 Morris Ave., Bronx, N. Y.

EQUIPMENT FOR SALE

1/4 H.P. Frigidaire Model G units, running condition "as is"—\$8.50 each. Majestic & Grunow fans, rebuilt, \$1.35 each. Assorted pumps, "as is," \$1.50 each, 50¢ each extra for crating. 1/4 H.P. 1929 & 1930 Kelvinator high side, "as is," \$6.50 each. Assorted "as is" boxes—\$10.00 each. Write ASSOCIATED REFRIGERATOR PLANT, 3028 W. Hunting Park Avenue, Phila., Pa.

ALL MODELS and sizes Grunow refrigerators, complete in every detail, \$10.50 each, F.O.B. Philadelphia. For further details write ASSOCIATED REFRIGERATOR PLANT, INC., 3028 W. Hunting Park Avenue, Phila., Pa.

TAG DUAL pen pressure recorders—head pressure zero to 150 pounds—suction pressure 30 inches to 30 pounds—telescope self-starting clock—110 volts, 60 cycles—original selling price \$77.00. Used by prominent refrigerator manufacturer. Have been thoroughly reconditioned. A bargain at \$20.00 each. WARREN W. FARR, 1412 Marlowe Avenue, Lakewood, Ohio.

REPAIR SERVICE

G. E. DRI—DR2—\$30.00; Domestic Westinghouse \$27.50; one year unconditional guarantee. Place order for any model G. E. or Westinghouse sealed unit. Shipment will be made from stock same day. Return old unit later. Our production line turns out completely rebuilt sealed units mechanically comparable to manufacturer's with replacement service inferior to none at prices that enable you to realize profit on resale. Send for Complete replacement schedule. REX REFRIGERATION SERVICE, INC., 2226 S. State, Chicago, Ill.

GENERAL ELECTRIC DRI-DR2 Monitor Top units exchanged \$27.50 F.O.B. our factory. Send your defective unit. On receipt we make immediate shipment of completely rebuilt, refinished unit with one year guarantee. Like new in every respect. Westinghouse and other hermetically sealed units, prices on request. GENERAL REFRIGERATION MAINTENANCE, 220-22 West Huron St., Chicago, Ill.

CONTROL REPAIR service. Your controls repaired by expert mechanics, with special precision equipment. Supervised by graduate engineers. We stress perfection and dependability before price. One year guarantee on domestic controls. Any bellows operated device repaired. HALELECTRIC LABORATORY, 1793 Lakeview Road, Cleveland, Ohio.

DOMESTIC TYPE thermostatic controls reconditioned like new. Precision work by experts. Years of satisfied customers, among largest in the country. All work guaranteed. Try us and be convinced. The largest thermostatic repair service in the country. It's your guarantee. Prices on request. UNITED REPAIR CO., INC., 342 W. 70th St., New York City.

PATENTS

HAVE YOUR patent work done by a specialist. I have had more than 25 years' experience in refrigeration engineering. Prompt searches and reports. Reasonable fees. H. R. VAN DEVENTER (ASRE), Patent Attorney, 342 Madison Avenue, New York City.

ACME INDUSTRIES, INC.
JACKSON MICHIGAN
PIPE COILS

Believe It or Not, These People Got Up To Go To a Convention Breakfast



(Above) This "head table" view of the breakfast given by E. V. Dunbar, Atlanta manufacturers' representative, for southeastern jobbers and offi-

cials of the four firms he represents, shows (reading around the circle): Lawrence Gardner, Highside Chemicals; Charles Johnston, Robert Le-

Baron, and Marjorie Campbell, all of Virginia Smelting; Mr. Dunbar; Margaret Blanchard, Virginia; G. E. Graff, Ranco;

Mrs. LeBaron; Dave Cramp-ton, Highside; Warren Parker, Hasco; Mrs. E. C. Raney. (Right) Mrs. Nelson, Mrs. White, Mrs. Honeychurch, and Mrs. Knight in the C-H booth.



Reporters' Ramblings

Tag Ends From the Chicago Show Notebook

By Phil Redeker, Ted Quinn, and Bob Price

Sleep—What Is It?

Most of the conventionites did without any great amount of fresh air (outside temperatures ranging from 0° F. to 15° below zero) or sleep. Concerning the latter, Bill Bagley, Superior Valve & Fittings Co. representative in St. Louis, tells the story about his asking a service man if he had a room in the hotel.

"Hell no," was the answer. "What do I want a room for? I'm only going to be here three days."

No Dummy Is Frank

Only major casualty we are able to report was that of Frank Eversden, who represents Kerotest Mfg. Co. in Philadelphia. A convention backslapper crossed Frank up by giving him a playful tap on the chest, breaking a rib.

Frank says he didn't mind the cracked cartilaginous rod because he figured it would at least force the editors to put his name in AIR CONDITIONING & REFRIGERATION NEWS.

"In the issue of Jan. 17 in the 'Personalities' sketch about Frank Gleason you tell of a poker game in which everyone else is referred to by name and I am called the 'dummy,'" Frank complained. "But while I was sitting in for Mr. Gleason I made nearly \$50, and anyone who does that good with such a bunch of sharpshooters can't be called a dummy." To which we say "amen."

Fine Doubles 1940 Quota In First 19 Days of January

That's the only appropriate headline we could put over the following announcement received from Al Fine:

"Congratulate us TWICE. We've got twice the clothesline, and twice the safety pins, and twice the joys, and twice the noise! 'Cause WHOOPEE, we've got TWINS."

They're girls, born Jan. 19. Bonnie Dee Fine was born at 2:16 a.m. and weighed 6 lbs. 8 oz. Polly Ann Fine was born at 2:28 a.m. and weighed 6 lbs. 4 1/2 oz.

Al sent along the announcement with an apology for not hurrying up the event so that he could have passed out cigars to the convention. (Note to Al: Hope your nerves

have quieted down since you sent out the announcement. On the one we got, the date of birth was set forth as being NOVEMBER 19.)

The Show Had Everything—Even an All-American

Jay Berwanger, Chicago football immortal, is a new and welcome addition to the refrigeration industry who was present to say "Howdy" to the boys at the big show. Jay is still number one sports hero in Chicago, grabbing streamer heads when he appears in his new role as soccer performer.

Inside on what the experts think of Jay's glory days as a gangbuster on the Chicago grid teams of a few years ago was revealed in a recent column of Grantland Rice. Grant quotes Harry Stuhldreher, Wisconsin coach who called signals for Rockne's legendary "Four Horsemen" at Notre Dame, as saying that Jay Berwanger is "the all-time backfield standout of football."

"Big Ten" fans who saw Jay stand off great teams almost single handed will agree that Chicago's one-man-gang deserves his place on the very top of the football honor list.

Sales Correspondence Note

A speaker talking to the jobbers meeting on the subjects of credits and collections wowed 'em with the one about the farmer who wrote the manufacturer:

"I have seen yer advertisement in a catalog for a gasoline engine. Pleas send me the engine and if its any good will send you a check."

Puzzled as to how to handle this unusual inquiry, the sales department turned it over to the credit manager, who answered as follows:

"Dear Sir: 'In reply to your letter of the 12th inst., send us your check and if it's any good, we'll send you the engine.'"

The Chief's Story

If you failed to meet Chief Tecumseh in the Tecumseh Products Co. booth you missed an intelligent,

entertaining character. He related the following bit of Indian folklore, about the old Indian chief that had been brought to a banquet held in celebration of the re-seeding of the plains. There was much speechmaking, and the old warrior was prevailed upon to speak, but would say nothing, the speeches continued, but still he remained silent. Finally, he consented to say something, and rising majestically to his feet, pointed out to the prairie land and asserted:

"Long time ago—out there—too much buffalo. Today—here—too much bull."

Barbershop Harmony

After their showing one night during the convention week we'll have to give the Spoehrer-Lange boys a majority of the positions on the All-Industry male quartet. However, Pete Askew of Refrigeration Supplies Distributor, Los Angeles, is in a class by himself for the tenor spot.

The lineup would be as follows: bass, Herman Spoehrer; baritone, Gerald Knowles, Spoehrer-Lange export factor; lead, C. C. Grote; and tenor, Mr. Askew, of course.

The boys were so good that when the house detective rapped on the door he only asked 'em to make it a little louder so he could enjoy himself on his lonely vigil in the hallways.

Who'd Have Guessed It?

Thomas C. Madal of Cleveland has a new "baby"—a United States government "baby bond" worth \$25 at maturity—as the winner of Ranco's "surprise package" contest, conducted by the company during the All-Industry Exhibition.

A note signed by G. E. Graff, Ranco sales manager, authorizing issuance of the bond, was what the "surprise package" contained, and none of the 379 entrants in the contest guessed it correctly. Mr. Madal's number was drawn from the box at the conclusion of the contest to qualify him for the award.

There were almost as many guesses as to the "surprise package's" contents as there were entrants in the contest. As was to be expected, many were distinctly on the humorous side. Among these were: rat trap, "Irish confetti," doll baby, eggs, and "just plain paper."

Camera fans were numerous among convention-goers, judging from the number of guesses which mentioned this type of equipment. A few wishful souls guessed that the package contained liquid refreshment in varying amounts.

HENRY

Hear 'Em Hiss-S-S-S!

TYPE 721

WRITE FOR CATALOG

ABSO-DRY

Pressure Sealed DEHYDRATECTOR

A combination dryer with liquid indicator. Gas bubbles passing under sight port glass indicate refrigerant shortage. Vacuum dried and pressure sealed. Choice of 4 dehydrants.

HENRY VALVE CO. 1001-19 N. SPAULDING AVE. CHICAGO, ILLINOIS

DESIGNED BY LEADING JOBBERS

Cash in on the swing to DIRECT DRAW DISPENSING EQUIPMENT!

The entire line of Perlick Direct Draw Dispensers that has pioneered in the field and won the favor of beer retailers everywhere, is available to Refrigeration dealers, to broaden their market and increase their profits. Dispensers are sold with or without compressor, but complete with evaporator and tapping equipment. Many models and styles—all thoroughly engineered and constructed. Write for complete information and prices, without obligation.

R. PERLICK BRASS CO.

IN MILWAUKEE

MAKE BIGGER PROFITS

TYLER full line dealers and distributors are setting new records for sales and profits. Tyler's big line enables you to completely outfit modern food stores and opens up hundreds of live prospects in other fields. Famous Welded Steel construction. Phenomenal values. Display Cases... Reach-Ins... Walk-Ins... Vegetable Displays... and special type refrigerators to fit all needs. New 1940 line now ready. Write for details.

TYLER FIXTURE CORP., Dept. E, Niles, Mich.

New York Office: 601 W. 76th St.
Boston Office: 683 Beacon St. Chicago Office: 1663 W. Ogden Ave.

TYLER

WELDED STEEL Refrigerators

REACH-IN BOXES—40% greater capacity.

Chieftain

The generous commendation of Tecumseh equipment at Chicago show by jobbers, service men and manufacturers is most encouraging. We shall endeavor to continue to merit your respect.

TECUMSEH PRODUCTS CO., TECUMSEH, MICH.

Canadian distributor: Refrigeration Supplies Co., Ltd., London, Ontario

THE 1940 KOCH LINE

The Koch line of commercial refrigerator cabinets is complete... profitable... easy to sell. It includes refrigerators for groceries, meat markets, taverns, bakeries, florists, and institutions; as well as display cases and walk-in coolers. Koch sells no condensing units. Any standard commercial unit will refrigerate Koch cabinets. Big money here for qualified distributors.

FREE CATALOG

A new 102 page catalog in color. Get your copy. Ask for franchise information. Write

KOCH REFRIGERATORS

NORTH KANSAS CITY, MISSOURI

50% More Cooling Surface

WILSON MILK-COOLING SYSTEMS

ZERO-FLOW and VERTI-COIL UNITS MOVING

Down the assembly line to the Wilson Dealers and on to the dairy farm in a never-ending stream goes Wilson refrigeration.

Efficient, life-tested cabinets designed for every known milk-cooling application give each dairyman the type and size best suited to his needs.

WRITE FOR DEALER PROPOSITION

VERTI-COIL

Note that water must pass over patented baffle, down past the cooling coils, and up around each can of milk in a constant, natural cycle.

VERTI-COIL COOLS ALL OF THE MILK

Each type of cabinet has exclusive fast-cooling, trouble-free features to insure long life and economy of operation.

The Verti-Coil Cooler, illustrated, has the only efficient non-mechanical circulation of the cooling water bath.

WILSON CABINET CORP. SMYRNA DEL.

Real Buying Interest Is Displayed By Visitors To All-Industry Show

(Concluded from Page 1, Column 5)

An electric "photo eye" counter was used to determine the number of people who went through the entrance to the exhibition hall (it did not record the people leaving). This counter showed that 8,835 persons entered the Exhibition Hall door from 10 a.m. to 10 p.m. Monday, Jan. 15; 6,862 passed through the portals from 10 a.m. to 6 p.m. Tuesday; 11,388 nudged their way in on Wednesday, the big day; and 3,679 were recorded from 10 a.m. to 4 p.m. Thursday.

Officials of Jewett Refrigerator Co. declared that they had written more than \$20,000 in orders during the show, including two carload shipments. W. C. "Bill" Allen of Modern Equipment Corp. exhibited orders calling for more than \$19,000, including one order alone that was worth \$3,300.

A representative of the Deissler Machine Co., which was exhibiting at the show for the first time, declared that they had done more business last week than at any other trade show in which they had ever participated.

Deissler representatives, as well as practically all others at the show, made a beeline for the show management after the closing to reserve space at next year's Exhibition. Many of the exhibitors were asking for larger space next year.

One first-time exhibitor who had not previously had much contact with the group sponsoring and participating in the All-Industry Refrigeration & Air Conditioning Exhibition, and who was openly suspicious of any possible benefits, reported at the close of the show that he, had

sold one major prospect that he had been working on for five years, saw many more whom he had no way of contacting otherwise, and asked for a tripled space reservation for next year.

Exhibitors of display cases and refrigerated locker storage equipment reported active buying interest.

The interest was sustained throughout the entire four days. A case in point is that reported by Louis Weiss, head of the Ideal Beer Cooler Co., who had his exhibit all packed up late Thursday afternoon, and then had to unpack it for a late visitor who insisted on seeing it. Louis uncured a beer cooler, and wrote an order.

Temprite held a "private showing" of its new beer cooling equipment, incorporating the "occluder" principle of foam control, for selected distributor prospects, and reported franchises signed by 18 of the first 20 distributor representatives who were given a demonstration.

"I never realized there was so much interest among service men in ammonia equipment," is the way H. B. Howe of Howe Ice Machine Co. summed up his experiences in the show.

Interest in a product it didn't even display at the show was reported by Aluminum Industries, Inc. The company showed a complete range of bearings and bushings, but reported that visitors to its exhibit asked most about its ready-mixed aluminum paint, which they apparently felt would have a real use in service work. Men from the parts division had to handle all these inquiries, since the paint division had no representatives at the show.

'There's No Saturation Point For Air Conditioners,' Brown Asserts

(Concluded from Page 1, Column 1)

the fan on a separate motor. Thus during cool weather they may be used as window ventilators. The new models have front grilles (instead of top, as formerly) with adjustable louvers to direct the flow of air, and to avoid drafts. They also lend themselves better to demonstration. And, according to Mr. Herr, they make it possible for the salesman to disregard variations in ceiling heights under 12 feet.

Waterproofed wooden cabinets are used. All models but the 1/4-hp. job have glass wool filters as standard equipment. A filter can be placed in the smallest model for \$1.25 additional.

'CONSOLE' MODELS

Larger models in the Philco air-conditioner line for 1940 include two "console" models (and they do look like floor-type radios), a 1/2-hp. unit at \$250, and a 3/4-hp. unit at \$365.

An additional feature, the announcement of which evoked tumultuous applause from the distributors, is an automatic starting switch. Manufactured by Minneapolis-Honeywell, and listing at \$16.50, this switch can be set to turn on the air conditioner 23 hours ahead. This is a feature which will make portable units more attractive for office use, the distributors say.

The 3/4-hp. console model has a capacity of 9,100 B.t.u. It is so designed that the window can be closed and locked. There is also a water-cooled version of this model, with 10,000 B.t.u. capacity, for use in hot climates. It also lists at \$365.

NO HEATING KNOWLEDGE

"You don't have to be a heating engineer to sell portable air conditioners," declared President Gubb. "Remember that in the 'swing' days of radio everybody was new to the game, yet everybody made money. By the time mistakes were rectified, the business had doubled."

Mr. Brown stated that the marketing division of the Hearst magazines is predicting that 600 million dollars worth of portable air-conditioning units will be sold by 1945.

"It's a business without any saturation point," declared Mr. Brown. "There are no trade-ins, little competition, and best of all, it's a repeat business. You can go back to original customers and sell them units for other rooms."

"Last year we found that our biggest obstacle was the fact that prospects were confused by air condi-

tioning. It's your job to show them simply what your product will do for them, not to give them a lecture on the science of air conditioning."

Sayre Ramsdell, vice president in charge of advertising and sales promotion, showed how his department had put this sales formula into a simple sentence (nine one-syllable words and two two-syllable words), which will appear in Philco advertising and on window and floor display material:

"Enjoy cool, dry, fresh air on hot, humid days and nights."

UTILITY LIKES IT

George E. Whitwell, vice president of the Philadelphia Electric Co., told the convention that "air conditioning is bound to succeed because it improves the living standards of the people—and you can't legislate against that."

Air conditioning is an extremely effective load for the utilities, he observed. Furthermore, the automatic starter and the use of units for year-around window ventilation will spice up the interest of utilities in this product.

However, he noted, in order to get full utility cooperation it will be necessary to sell each merchandising manager on the idea that air conditioners deserve special attention in a field of appliances which include refrigerators, water heaters, etc.

Big Air Conditioning Installation Moved To Another Bldg.

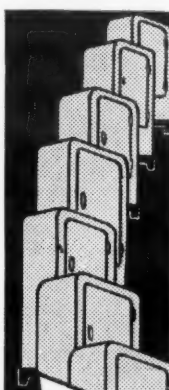
PHILADELPHIA—The largest air conditioning moving job ever attempted in the history of the industry is underway today at the 117-year-old building here on Chestnut St. now occupied by a women's store.

More than 20,000 lbs. of air-conditioning equipment is being moved by Carrier Corp. to a temporary home for the store. After a new building is constructed on the site of the present store, the system will be reinstalled in the modern structure.

The system was installed by Carrier in 1935 for the Lane Bryant store, located on the site where Ben Franklin is supposed to have conducted his electrical experiments with a key and a kite. When Walter S. Chevalier, manager, decided upon the construction of a new store, he demanded that air conditioning not only was to be installed in the building, but also that business was to continue this summer with air conditioning in a temporary home.

This meant moving and reinstalling, twice, a system designed to handle 45 tons of air per hour. Four 2-hp. fan units, 40-hp. refrigeration equipment, hundreds of feet of copper tubing, electrical conduits, water piping, compressors, air-conditioning units on four floors, and other odds and ends are being taken down.

Here's Why MILLER REPLACEMENT DOOR GASKETS FIT BETTER... LAST LONGER



★ There can't be any misfits in the Miller line because every replacement door gasket is an exact replica of the original as produced by Miller for the refrigerator manufacturer. They will last longer, too, because the rubber from which they are made is carefully compounded for maximum resistance to wear, age, and grease.

The Miller line permits you to take full advantage of the growing demand for door gasket replacements. With its 28 different types, you can service 80% of all refrigerators, regardless of make. Each gasket is packed in an individual carton plainly marked as to type and size.

You pay no premium for Miller door gaskets but you can assure your customers a premium job through their use. For price list and dimensional drawings, write

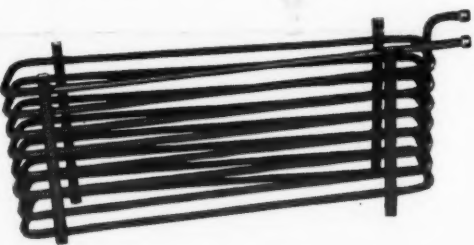
MILLER RUBBER COMPANY, INC. • Akron, Ohio



COILS—on which you can **DEPEND**

Rempe FIN COILS and PIPE COILS are engineered with the kind of experience and the kind of care that takes the "guess" out of results in an installation. Hundreds of top-flight refrigeration and air conditioning engineers will tell you that's so.

REMPE CO.
340 N. Sacramento Blvd., Chicago



REMPE KNOWS!
ask REMPE

"We certainly recommend VALVES to everyone interested in reducing service costs . . . and selling dependable merchandise"

(Excerpt from one of many letters in our Service Man Correspondence file)

Enthusiastic recommendation from the Refrigeration Service Man is one of the greatest compliments any product can achieve. For the Service Man "sees all—knows all" in his work with all types of Refrigeration and Air Conditioning.

The popularity of A-P Valves with the majority of Service Men is the natural result of their proven **DEPENDABILITY**—in accurate, supersensitive Refrigerant Control. This means greater satisfaction for the user of Refrigeration, the Manufacturer of the Unit, and for the Service Man himself. Try A-P Valves on YOUR next installation.

Refrigeration Parts Jobbers Who Recognize Quality Stock VALVES.

AUTOMATIC PRODUCTS COMPANY
2450 NORTH THIRTY-SECOND STREET
MILWAUKEE WISCONSIN
Export Department, 100 Varick Street, New York City

Model 205-C
Thermostatic
Expansion Valve



DEPENDABLE

THE BYWORD FOR A-P VALVES